

# Saudi Health Information Management Association Annual Conference & Expo

DATE: Monday, November 17, 2025  
LOCATION: Riyadh, Riyadh Province, SA

## Event Description

Saudi Health Information Management Association Annual Conference & Expo is a premier expos event in Riyadh. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** expos

**Importance Rank:** 65/100

**Expected Attendance:** 5,455 people

**Event ID:** DYCW4Cp2anzVf49Zd7

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,182 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*