

Saudi International Exhibition for E-Marketing and E-Commerce

DATE: Tuesday, September 16, 2025
LOCATION: Riyadh, Riyadh Province, SA

Event Description

Saudi International Exhibition for E-Marketing and E-Commerce 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: 50/100

Expected Attendance: 1,000 people

Event ID: 3rshwQoDJekoQ2TY2j

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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