

Saudi Lifestyle Week with Saudi Fashion/ Saudi Sportswear/Saudi Design

DATE: Sunday, October 5, 2025
LOCATION: Riyadh, Riyadh Province, SA

Event Description

Saudi Lifestyle Week with Saudi Fashion/Saudi Sportswear/Saudi Design 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: 5,727 people
Event ID: 4Gjn22xqVeB6yCzFG2

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: 2,291 across all properties

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