

SHRM MENA Annual Conference & Expo

DATE: Tuesday, September 16, 2025
LOCATION: Dubai, Dubai, AE

Event Description

SHRM MENA Annual Conference & Expo is a premier expos event in Dubai. 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: 30/100

Expected Attendance: 100 people

Event ID: DZb8FM7Gb4WMtGWNQ7

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 40 across all properties

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