

# SIMOF

DATE: Wednesday, January 28, 2026

LOCATION: Sevilla, Andalucía, ES

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## Event Description

SIMOF is a premier expos event in Sevilla. 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:** 86/100

**Expected Attendance:** 60,000 people

**Event ID:** H4EtHaEYsbvBUCww6C

## Hotel Demand Indicators

**ADR Impact Index:** 8.8x baseline (varies by property tier & location)

**Occupancy Impact:** +65 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 40km from venue

**Estimated Room Nights:** 24,000 across all properties

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