

# South Africa International Industrial Expo & Machine Tools Southern Africa Trade Expo

DATE: Thursday, October 23, 2025  
LOCATION: Johannesburg, Gauteng, ZA

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## Event Description

South Africa International Industrial Expo & Machine Tools Southern Africa Trade Expo is a premier expos event in Johannesburg. 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:** 70/100

**Expected Attendance:** 10,000 people

**Event ID:** D7gWLk5ro6sRCpPCbD

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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