

# TARQEEM INTERNATIONAL MUSHAIRA 2025

DATE: Saturday, August 23, 2025  
LOCATION: Sharjah, Sharjah, AE

## Event Description

TARQEEM INTERNATIONAL MUSHAIRA 2025 is a premier performing-arts event in Sharjah. 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:** performing-arts

**Importance Rank:** 41/100

**Expected Attendance:** 359 people

**Event ID:** HBsFnEPLSPayaMx7MG

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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