

Transport Middle East

DATE: Sunday, August 31, 2025
LOCATION: Salalah, Dhofar Governorate, OM

Event Description

Transport Middle East is a premier expos event in Salalah. 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: PAEG9FqVoNicd7MXsr

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.
