

Unique Travel Fair

DATE: Wednesday, September 3, 2025

LOCATION: Abu Dhabi, Abu Dhabi, AE

Event Description

Unique Travel Fair is a premier expos event in Abu Dhabi. 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: 38/100

Expected Attendance: 250 people

Event ID: 8Ph39Ky3L35wtJnz9j

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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