

United Arab Emirates Off-Plan Sales Launch

DATE: Monday, August 18, 2025
LOCATION: London, Greater London, GB

Event Description

United Arab Emirates Off-Plan Sales Launch is a premier expos event in London. 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: 53/100

Expected Attendance: 1,488 people

Event ID: 6btngprLPuaLec8G3D

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 595 across all properties

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