

WAM Morocco 2026 - World Advanced Manufacturing & Logistics Expo

DATE: Monday, January 19, 2026
LOCATION: Casablanca, Casablanca-Settat, MA

Event Description

WAM Morocco 2026 - World Advanced Manufacturing & Logistics Expo is a premier expos event in Casablanca. 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: 63/100

Expected Attendance: 4,402 people

Event ID: 5kX8ocZut8skPZiEPs

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,761 across all properties

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