

SĚ•!V ^tfi (—^šØ\ǒfBkμ) | AIA Carnival

DATE: Thursday, February 5, 2026
LOCATION: Hong Kong Island, HK

Event Description

SĚ•!V ^tfi (—^šØ\ǒfBkμ) | AIA Carnival (Off-Peak) is a premier festivals event in the region. This event attracts around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 42/100

Expected Attendance: 417 people

Event ID: 6RusoreqLmhFKezLzX

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 167 across all properties

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