

# 0 f •SUFag0 O N Q³{V•K€ýQlvÊ¿²^§ Six-Yao Singapore

DATE: Thursday, October 2, 2025  
LOCATION: Singapore, SG

## Event Description

0 f •SUFag0 O N Q³{V•K€ýQlvÊ¿²^§ Six-Yao Business Wisdom Talk | Singapore is a premier conferences event that 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:** conferences

**Importance Rank:** 37/100

**Expected Attendance:** 228 people

**Event ID:** 46oyZU5Le3Rwd7KBLk

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 91 across all properties

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