

[2025 BOWS] Allure of Love-Singapore's leading all-in-one wedding showcase

DATE: Saturday, October 11, 2025
LOCATION: Singapore, SG

Event Description

[2025 BOWS] Allure of Love-Singapore's leading all-in-one wedding showcase is a premier expos event in Singapore. 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: 58/100

Expected Attendance: 2,392 people

Event ID: 6ttXGuo4vd6eg64N9Z

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 957 across all properties

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