

28/100 Halloween Begins! Qhn/™-R

DATE: Tuesday, October 28, 2025
LOCATION: Hong Kong Island, HK

Event Description

28/100 Halloween Begins! Qhn/™-R is a premier festivals event in the region. This event is a significant cultural and economic event 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: 44/100

Expected Attendance: 491 people

Event ID: EeeLHq8dumniFdgUiy

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 196 across all properties

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