

# 9th Intl. Conf. on Materials Engineering and Applications (ICMEA 2026)

DATE: Tuesday, January 13, 2026  
LOCATION: Nha Trang, Khánh Hòa, VN

## Event Description

9th Intl. Conf. on Materials Engineering and Applications (ICMEA 2026) is a premier conferences event in Nha Trang. 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:** conferences

**Importance Rank:** 38/100

**Expected Attendance:** 257 people

**Event ID:** E8ccM4PwfdkJ7ed95s

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 103 across all properties

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