

# AIB South Asia Conference

DATE: Saturday, January 3, 2026  
LOCATION: Kolkata, West Bengal, IN

---

## Event Description

AIB South Asia Conference is a premier conferences event in Kolkata. 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:** 39/100

**Expected Attendance:** 275 people

**Event ID:** WAc5WNPSJPzUSRhxob

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 110 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/aib-south-asia-conference>

Document generated on 6/4/2026, 8:05:24 AM