

# Apex Masters Expos – Investment Summit in Saigon, Vietnam

DATE: Wednesday, January 21, 2026  
LOCATION: Thành phố Hồ Chí Minh, VN

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## Event Description

Apex Masters Expos – Investment Summit in Saigon, Vietnam is a premier expos event in the region. 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:** 63/100  
**Expected Attendance:** 4,553 people  
**Event ID:** F9ubx9GQoRWR9dUvyv

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,821 across all properties

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

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