

# Apex SME Masters Expos: Tec & Mar in Bengaluru, India

DATE: Wednesday, January 14, 2026  
LOCATION: Bengaluru, Karnataka, IN

## Event Description

Apex SME Masters Expos: Tec & Mar in Bengaluru, India is a premier expos event in Bengaluru. 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:** 68/100

**Expected Attendance:** 7,872 people

**Event ID:** DWc3EJ7XavtGub7UAX

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,149 across all properties

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