

Apex SME Masters Expos: Tec & Mar in Ho Chi Minh City

DATE: Wednesday, December 24, 2025
LOCATION: Ba Ria - Vung Tau, VN

Event Description

Apex SME Masters Expos: Tec & Mar in Ho Chi Minh City is a premier conferences 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: conferences

Importance Rank: 43/100

Expected Attendance: 430 people

Event ID: 8ZKaW2txNKQ228T7qq

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: 172 across all properties

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