

ASEAN Ceramics

DATE: Tuesday, October 14, 2025

LOCATION: à #ãŽ ä á!â³¼2áz â2Â TH

Event Description

ASEAN Ceramics 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: 51/100

Expected Attendance: 1,135 people

Event ID: AMSpghd6fSCtxiCWp8

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 454 across all properties

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