

# Asia Financial Institutions Forum

DATE: Monday, January 19, 2026

LOCATION: Bangkok, TH

## Event Description

Asia Financial Institutions Forum is a premier conferences event in Bangkok. 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:** 44/100

**Expected Attendance:** 476 people

**Event ID:** 74e6dkD2uAvPh9oeqP

## 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:** 190 across all properties

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