

BESSA Thailand 2025 - The British Education and Schools Show in Asia

DATE: Saturday, November 1, 2025
LOCATION: Khet Khlong Toei, Krung Thep Maha Nakhon, TH

Event Description

BESSA Thailand 2025 - The British Education and Schools Show in Asia is a premier festivals event in Khet Khlong Toei. 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: festivals

Importance Rank: 39/100

Expected Attendance: 271 people

Event ID: 7A6qjCdhK4Q844ihAY

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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