

BIOPLUS - INTERPHEX KOREA (BIX)

DATE: Tuesday, October 14, 2025
LOCATION: Yeongdong-daero, Seoul, KR

Event Description

BIOPLUS - INTERPHEX KOREA (BIX) is a premier expos event in Yeongdong-daero. 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: 71/100

Expected Attendance: 10,785 people

Event ID: 7dmYZdhQCRU3Lf92Bs

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,314 across all properties

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

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