

BOOK LAUNCH – Mass Housing and New Towns in Hong Kong and Scotland

DATE: Saturday, November 8, 2025
LOCATION: Hong Kong Island, HK

Event Description

BOOK LAUNCH – Mass Housing and New Towns in Hong Kong and Scotland 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: 28/100
Expected Attendance: 84 people
Event ID: HsN4Ywd7gP4dcqaKbm

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 34 across all properties

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