

C-Touch & Display Shenzhen

DATE: Monday, October 27, 2025
LOCATION: Shen Zhen Shi, Guang Dong Sheng, CN

Event Description

C-Touch & Display Shenzhen is a premier expos event in Shen Zhen Shi. 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: 68/100

Expected Attendance: 8,152 people

Event ID: GbWvZVWSTGT2GShc9J

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,261 across all properties

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

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