

# Š •€Qú^~ÿ CIO SÊ IT ~ ^-\\x Š g ÿ 20

DATE: Friday, November 14, 2025  
LOCATION: Hong Kong Island, HK

## Event Description

Š •€Qú^~ÿ CIO SÊ IT ~ ^-\\x Š g ÿ 2025 ^t 11 g 14 eåÿ is a premier conferences event in the region. This event is held 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:** 32/100

**Expected Attendance:** 121 people

**Event ID:** 8qLE8YETEcLrMWec6Q

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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