

CNY Fashion Pop-Up @ Crane Joo Chiat

DATE: Friday, January 23, 2026

LOCATION: Singapore, SG

Event Description

CNY Fashion Pop-Up @ Crane Joo Chiat is a premier expos event in Singapore. 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: 44/100

Expected Attendance: 488 people

Event ID: PRhTK3gcRfpHpx7QVH

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 195 across all properties

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