

Formnext Asia Shenzhen (formerly Formnext + PM South China)

DATE: Monday, August 25, 2025
LOCATION: Shenzhen Shi, Guangdong Sheng, CN

Event Description

Formnext Asia Shenzhen (formerly Formnext + PM South China) is a premier expos event in Shenzhen 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: 71/100

Expected Attendance: 11,623 people

Event ID: GR2R9V9GB8vJwr98hL

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: 4,649 across all properties

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