

# G & A 2025

DATE: Wednesday, October 15, 2025  
LOCATION: Zhong Shan Shi, Guang Dong Sheng, CN

---

## Event Description

G & A 2025 is a premier expos event in Zhong Shan 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:** 72/100

**Expected Attendance:** 12,173 people

**Event ID:** 77zskR7VtGFtoLNPpv

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 4,869 across all properties

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