

# Hangzhou Latin Festival 19-21 September 2025 CHINA – 4th Edition

DATE: Friday, September 19, 2025  
LOCATION: Hang Zhou Shi, Zhe Jiang Sheng, CN

## Event Description

Hangzhou Latin Festival 19-21 September 2025 CHINA – 4th Edition is a premier festivals event in Hang Zhou 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:** festivals

**Importance Rank:** 44/100

**Expected Attendance:** 490 people

**Event ID:** EMsCTEae79RFMZhqyS

## 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:** 196 across all properties

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