

Highways TH 2026

DATE: Tuesday, January 27, 2026

LOCATION: à #ãŽ ä á!â³¼2áz â2Â TH

Event Description

Highways TH 2026 is a premier expos event in the region. 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: 63/100

Expected Attendance: 4,239 people

Event ID: 6TprSm8LjSn9gmDCxW

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,696 across all properties

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