

IAOM Southeast Asia Region Conference & Expo

DATE: Sunday, October 5, 2025
LOCATION: Taguig, Metro Manila, PH

Event Description

IAOM Southeast Asia Region Conference & Expo is a premier expos event in Taguig. 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: 50/100
Expected Attendance: 1,000 people
Event ID: 7LyM8qUgg4oMkptpEw

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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