

# ICCX Eurasia

DATE: Tuesday, December 2, 2025

LOCATION: Almaty, Almaty, KZ

## Event Description

ICCX Eurasia is a premier expos event in Almaty. 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:** 43/100

**Expected Attendance:** 435 people

**Event ID:** 6pnJGfPPJ6Mu5b67WY

## 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:** 174 across all properties

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