

IEEE/ACM International Conference on Automated Software Engineering

DATE: Saturday, November 15, 2025
LOCATION: Seoul, KR

Event Description

IEEE/ACM International Conference on Automated Software Engineering is a premier conferences event in Seoul. 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: conferences

Importance Rank: 42/100

Expected Attendance: 386 people

Event ID: 3Cbu7NnVzRwAAfT8er

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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