

# International Conference on Transportation and Traffic Engineering

DATE: Thursday, December 18, 2025  
LOCATION: Wu Han Shi, Hu Bei Sheng, CN

## Event Description

International Conference on Transportation and Traffic Engineering is a premier conferences event in Wu Han 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:** conferences

**Importance Rank:** 44/100

**Expected Attendance:** 500 people

**Event ID:** CWbLiaQJSQQiwz2gG4

## 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:** 200 across all properties

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