

International Exhibition on Industrial Machinery, Equipment, Technology and Products

DATE: Wednesday, November 26, 2025
LOCATION: H Ó Chí Minh, VN

Event Description

International Exhibition on Industrial Machinery, Equipment, Technology and Products 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: 71/100

Expected Attendance: 11,000 people

Event ID: 4XFj5PRfx9FFMmiYqL

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,400 across all properties

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