

International Trade Fair for Textile Laundry, Leather Care, Cleaning Technology, and Equipment

DATE: Tuesday, November 11, 2025
LOCATION: Shanghai, Shanghai, CN

Event Description

International Trade Fair for Textile Laundry, Leather Care, Cleaning Technology, and Equipment is a premier expos event in Shanghai. 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: 64/100

Expected Attendance: 5,000 people

Event ID: Fw6ibRjtSwqAqF7eCi

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,000 across all properties

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