

# ITCPE - Vietnam Texprint 2025

DATE: Tuesday, August 19, 2025  
LOCATION: Thành phố Hồ Chí Minh, Bình Dương, VN

## Event Description

ITCPE - Vietnam Texprint 2025 is a premier expos event in Thành phố Hồ Chí Minh. 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:** HCtVuhR4Spm9LZwMEE

## 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.*