

# ITIF Asia 2025

DATE: Wednesday, November 5, 2025  
LOCATION: Lahore, Punjab, PK

## Event Description

ITIF Asia 2025 is a premier expos event in Lahore. 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:** 67/100

**Expected Attendance:** 6,741 people

**Event ID:** HsThkDuEghkTrDrhQy

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,696 across all properties

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