

# Market Entry via Trade Shows: Middle East & Asia

DATE: Tuesday, August 19, 2025  
LOCATION: Khet Sathon, Krung Thep Maha Nakhon, TH

## Event Description

Market Entry via Trade Shows: Middle East & Asia is a premier expos event in Khet Sathon. 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:** 54/100

**Expected Attendance:** 1,611 people

**Event ID:** 7Px7iCxDAoTz2jE6Ez

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 644 across all properties

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