

# MBP 2026 Ho Chi Minh Int Conf on Management & Business Practices, 21-22 Jan

DATE: Tuesday, January 20, 2026

LOCATION: H Ó Chí Minh, VN

## Event Description

MBP 2026 Ho Chi Minh Int Conf on Management & Business Practices, 21-22 Jan is a premier conferences 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 460 people

**Event ID:** EkWtmUy7yCN6swMQ8Z

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 184 across all properties

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

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<https://becircadian.com/events/mbp-2026-ho-chi-minh-int-conf-on-management-business-practices-21-22-jan>

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