

Mega Show Series - Part Two

DATE: Sunday, October 26, 2025
LOCATION: Hong Kong Island, HK

Event Description

Mega Show Series - Part Two is a premier expos 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: expos

Importance Rank: 66/100

Expected Attendance: 6,327 people

Event ID: AoAy7JNx8x9SDib8tz

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,531 across all properties

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

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