

# Microbiome Matters: An Evening with Herbaferm in Singapore

DATE: Wednesday, September 24, 2025  
LOCATION: Singapore, SG

## Event Description

Microbiome Matters: An Evening with Herbaferm in Singapore is a premier conferences event in Singapore. 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:** 40/100

**Expected Attendance:** 315 people

**Event ID:** HBHVpTMqQ8EqzUfSoD

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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