

Myanmar Retail Sourcing Expo 2025

DATE: Thursday, November 20, 2025
LOCATION: Yangon, Yangon Region, MM

Event Description

Myanmar Retail Sourcing Expo 2025 is a premier expos event in Yangon. 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: 70/100

Expected Attendance: 9,523 people

Event ID: EnsjGrGPMjQm3RR43N

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,809 across all properties

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