

NATAS Holidays 2025

DATE: Thursday, August 14, 2025

LOCATION: Singapore, SG

Event Description

NATAS Holidays 2025 is a premier expos 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: expos

Importance Rank: 70/100

Expected Attendance: 10,010 people

Event ID: B6Kzx82jEV9xdcqxx3

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: 25km from venue

Estimated Room Nights: 4,004 across all properties

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

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<https://becircadian.com/events/natas-holidays-2025>

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