

New Generation Information Technology and Application Exhibition

DATE: Monday, September 22, 2025
LOCATION: Qing Pu Qu, Shang Hai Shi, CN

Event Description

New Generation Information Technology and Application Exhibition is a premier expos event in Qing Pu Qu. 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: 10,000 people
Event ID: 86Bi6A34Gk8JsQCi4G

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: 4,000 across all properties

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