

# Qingdao International Beauty Expo

DATE: Tuesday, October 21, 2025

LOCATION: Qingdao, CN

## Event Description

Qingdao International Beauty Expo is a premier expos event in Qingdao. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** 7zi3HcYTeqwnqt5yEd

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 400 across all properties

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