

RACMEM Shenzhen 2025

DATE: Sunday, October 12, 2025
LOCATION: Shen Zhen Shi, Guang Dong Sheng, CN

Event Description

RACMEM Shenzhen 2025 is a premier conferences event in Shen Zhen Shi. 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: 44/100

Expected Attendance: 529 people

Event ID: 9ZPQ9uc7Wy4HRpBBB5

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 212 across all properties

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