

Routes China Summit

DATE: Monday, December 1, 2025

LOCATION: V [ŠS:, N mw^ , CN

Event Description

Routes China Summit is a premier conferences event in V [ŠS:. 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: 45/100

Expected Attendance: 552 people

Event ID: 9ScVayrVcAYrkLvdxB

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 221 across all properties

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

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