

Sales Professional Certificate Training

DATE: Saturday, August 9, 2025
LOCATION: \ I™T€, Kowloon City, HK

Event Description

Sales Professional Certificate Training is a premier expos event in \ I™T€. 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: 56/100

Expected Attendance: 2,000 people

Event ID: 4hQLTLwQna72uNCHNq

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 800 across all properties

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