

# Session 2: Hatha and Nada Yoga with Shirish Gupta and Mukunda Dev

DATE: Sunday, October 12, 2025  
LOCATION: New Territories, HK

## Event Description

Session 2: Hatha and Nada Yoga with Shirish Gupta and Mukunda Dev is a premier performing-arts event in the region. 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:** performing-arts

**Importance Rank:** 35/100

**Expected Attendance:** 168 people

**Event ID:** 6chYvQDBbev43TnYxZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 67 across all properties

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