

Shala - Opening Evening + Exhibition

DATE: Friday, September 5, 2025
LOCATION: W æ ¶ Å ÷F vò &Vv-öâÅ å

Event Description

Shala - Opening Evening + Exhibition is a premier expos event in W æ ¶ Å. 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: 42/100

Expected Attendance: 403 people

Event ID: HqykFbxbBTbE9bFeKr

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 161 across all properties

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