

# SHEC 2025 - 12th Shanghai International Evaporation and Crystallization Technology and Equipment Exhibition

DATE: Wednesday, December 10, 2025

LOCATION: Shanghai, Shanghai, CN

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## Event Description

SHEC 2025 - 12th Shanghai International Evaporation and Crystallization Technology and Equipment Exhibition is a premier expos event in Shanghai. 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:** 72/100

**Expected Attendance:** 12,000 people

**Event ID:** FbR4rb9Mq2kCuFbebX

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,800 across all properties

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

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