

SIGGRAPH ASIA

DATE: Sunday, December 14, 2025

LOCATION: Hong Kong Island, HK

Event Description

SIGGRAPH ASIA is a premier expos 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: expos

Importance Rank: 69/100

Expected Attendance: 8,415 people

Event ID: 6UspShijvUgJstDgGX

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,366 across all properties

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

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