

SMCC Alumnae Concert 2026 "Resonance"

DATE: Saturday, January 17, 2026
LOCATION: Hong Kong Island, HK

Event Description

SMCC Alumnae Concert 2026 "Resonance" 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: 26/100

Expected Attendance: 62 people

Event ID: DBjTCxqXKVmTxx84Pg

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 25 across all properties

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