

# SMS (Seniors-Meet-Seniors) @ NLB, 28 August (Thursday)

DATE: Thursday, August 28, 2025  
LOCATION: Singapore, SG

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## Event Description

SMS (Seniors-Meet-Seniors) @ NLB, 28 August (Thursday) is a premier conferences event in Singapore. 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:** conferences

**Importance Rank:** 35/100

**Expected Attendance:** 183 people

**Event ID:** apkdasGo26pf5CT7EC

## 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:** 73 across all properties

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

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