

Sneaker Con on—(m>[ù · S N-zÙ | -

DATE: Thursday, September 11, 2025
LOCATION: Chao Yang Qu, Bei Jing Shi, CN

Event Description

Sneaker Con on—(m>[ù · S N-zÙ | —(W e±S _ë•ê+QM•9gCZ 't[š is a premier expos event in Chao Yang C 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: 53/100

Expected Attendance: 1,436 people

Event ID: FQqVJ79ZtWgm6Mf3nG

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 574 across all properties

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