

# TexIndia

DATE: Thursday, September 25, 2025

LOCATION: Tiruppur, Tamil Nadu, IN

## Event Description

TexIndia is a premier expos event in Tiruppur. 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:** 12,500 people

**Event ID:** 5TujydQHnPcAXFRzh7

## 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:** 5,000 across all properties

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