

The 16th Asia Floriculture & Horticulture Trade Fair

DATE: Wednesday, August 20, 2025
LOCATION: Guang Zhou Shi, Guang Dong Sheng, CN

Event Description

The 16th Asia Floriculture & Horticulture Trade Fair is a premier expos event in Guang Zhou Shi. 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: 73/100

Expected Attendance: 14,746 people

Event ID: 6xmJH4ZFnLxSA3RTTf

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,898 across all properties

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