

The 38th Joint Conference of ATBC and ROCABC

DATE: Wednesday, August 20, 2025
LOCATION: Taipei City, TW

Event Description

The 38th Joint Conference of ATBC and ROCABC is a premier conferences 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: conferences

Importance Rank: 42/100

Expected Attendance: 404 people

Event ID: LBYzo3uzwv4jU89wx

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 162 across all properties

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