

The SICE Festival with Annual Conference

DATE: Thursday, September 11, 2025

LOCATION: Chiang Mai, TH

Event Description

The SICE Festival with Annual Conference is a premier expos event in Chiang Mai. 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: 50/100

Expected Attendance: 1,000 people

Event ID: EB2c7Q6zBSty6zjSqS

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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