

# Thriving Through Change: ASEAN Growth & Digital Shifts for SMEs

DATE: Monday, September 15, 2025  
LOCATION: Singapore, SG

## Event Description

Thriving Through Change: ASEAN Growth & Digital Shifts for SMEs is a premier conferences event in Singapore. 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:** 36/100

**Expected Attendance:** 208 people

**Event ID:** 3siuSqlKo4VJn5j3v5

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 83 across all properties

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