

# ULI GBA Annual Conference

DATE: Tuesday, November 11, 2025  
LOCATION: Shen Zhen Shi, Guang Dong Sheng, CN

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## Event Description

ULI GBA Annual Conference is a premier conferences event in Shen Zhen 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:** conferences

**Importance Rank:** 44/100

**Expected Attendance:** 500 people

**Event ID:** GYzMF67YnTisosF6z

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 200 across all properties

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

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