

# Unlock the Secrets Written on Your Face

## Chinese Face Reading with Matt

DATE: Wednesday, August 13, 2025  
LOCATION: Las Vegas, Nevada, US

### Event Description

Unlock the Secrets Written on Your Face Chinese Face Reading with Matt is a premier conferences event in Las Vegas. 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:** 29/100

**Expected Attendance:** 88 people

**Event ID:** 9seraekzuSop8qHkbf

### Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 35 across all properties

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