

Vietnam Licensing Expo

DATE: Wednesday, November 12, 2025
LOCATION: tp. Th ç D Şu M Ût, VN

Event Description

Vietnam Licensing Expo is a premier expos event in tp. Th ç D Şu M Ût. 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: 7PUkyEzy3ETHP9WqWR

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.