

Yiwu Fair 2025

DATE: Sunday, November 23, 2025
LOCATION: Jin Hua Shi, Zhe Jiang Sheng, CN

Event Description

Yiwu Fair 2025 is a premier expos event in Jin Hua 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: expos

Importance Rank: 63/100

Expected Attendance: 4,677 people

Event ID: 65MZ6Ttyy6ZaA5QtJC

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,871 across all properties

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