

THE STADIUM BUSINESS ASIA 2025

...sports & entertainment venues: design/operations/technology

TheStadiumBusiness returns to Hong Kong for its third annual Asia edition on 21-23 October 2025.

TheStadiumBusiness ASIA 2025 (#SAS25) combines the best of our business and projects meetings – with a total focus on the information needs of the sports and entertainment venue sector across APAC.

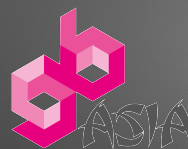
Our foundation partners are in place: Kai Tak Sports Park, ASM Global and Populous.

Our HQ hotel is the new flagship hotel of the Dorsett group right in the heart of Kai Tak Sports Park. Dubbed *The Pearl of the Orient*, this landmark integrated development is the region's ultimate destination for sports, leisure and entertainment.

Conference sessions will be hosted at the hotel along with unique venue tours across the venues and spaces of Kai Tak Sports Park.

Once again we will explore the sector's most important and emerging topics – from engaging new audiences and sustainable operations, through to premium offers and frictionless fan experiences.

#SAS25 will be co-hosted in the same week as our *TheTicketingBusiness ASIA* – our entertainment e-commerce meeting – for unique synergies across event producers, promoters and creators.



THE STADIUM BUSINESS ASIA
HONG KONG
21-22-23 OCTOBER 2025



啟德 KAI TAK
SPORTS PARK

POPULOUS



Re-imagining Asia's sports and entertainment destinations - #SAS25



And tour Asia's newest destination - with the experts!



THE STADIUM BUSINESS ASIA

21-22-23 OCTOBER 2025

KAI TAK SPORTS PARK, HONG KONG



SESSIONS & THEMES

This year's sessions explore the following themes:

- **Smart Venue Technology Integration**
- Immersive Fan Experiences (AR/VR/XR)
- **Sustainable and Eco-Friendly Design**
- Premium and Personalised Experiences
- **Cashless and Contactless Everything**
- Esports & Gaming Integration
- **Multipurpose, Flexible and Modular Design**
- Data-Driven Operations and Fan Insights
- **The New Concourse: Food and Beverage**
- Safety, Security, and Health Tech
- **Destination Developments: Integrated Ops**

Further session announcements and programme updates are available on the [meeting web site](#).

For reference, view [the 2024 Programme](#).

TIMINGS & SCHEDULE

Please note this year's event start/end times*:

- Mon 20 Oct: 18.00-20.00 **Welcome Reception**
- Tues 21 Oct: 08.30-18.00 Conference day one
- Tues 21 Oct: 18.00-20.30 **Networking Evening**
- Weds 22 Oct: 09.00-14.00 Conference day two
- Weds 22 Oct: 14.00-17.00 **Venue Tours**
- Weds 22 Oct: 19.00-22.00 **Race Night**
- Thurs 23 Oct: 09.00-16.00 Conference day three
- Thurs 23 Oct: 16.00 Close of meeting

Register before 4 July for Super Earlybird rate
and onsite hotel offer



HOTEL & CONFERENCE VENUE

The #SAS25 HQ hotel is the **new, flagship Dorsett Kai Tak Hotel** – adjacent to the new stadium development. Boasting spectacular views of Hong Kong's iconic Victoria Harbour, the hotel sits adjacent to the city's new 50,000 stadium in the heart of Kai Tak Sports Park and only 15-20 minutes away from Hong Kong's CBD via the new Shatin to Central link.

To maximise networking – and minimise travel times and expense – we recommend that delegates stay at the HQ hotel.

Our international Pass+Hotel[†] packages include three hotel nights within the fee (see above). Additional hotel nights can be added/removed at the event rate of £175ppn (inc breakfast/taxes).

DELEGATE PACKAGE

Your #SAS25 'all-in' delegate pass includes:

CONFERENCE & TOURS

- Access to all conference and breakout sessions;
- Access to *The Marketplace* mini-expo, all days;
- Expert tour of Kai Tak Sports Park (afternoon Weds 22 Oct*);
- Networking lunches and refreshment breaks on all three days;
- Printed programme with full attendance list;
- Special access to pre- and post-event online information, content and discussions;
- All *The Ticketing Business ASIA 2025* sessions (running concurrently 21-23 Oct).

+ SOCIAL PROGRAMME

- *The Welcome Reception* (evening Mon 20 Oct);
- *The Networking Event* (evening Tues 21 Oct);
- *Happy Wednesday Race Night* at Happy Valley Racecourse (evening Weds 22 Oct).

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DELEGATE RATES

Super Earlybird (before Friday 4 July):

- Pass Only: £495 – saving £300
- **** Best Value **** Delegate Pass & Hotel: £995 (includes 3 hotel nights[†] – saving £325)

The Earlybird (before Friday 5 September):

- Pass Only: £595
- Delegate Pass & Hotel: £1,120

Full Rate (after Friday 5 Sept):

- Pass Only: £795

Group Discounts: There is a further 10% discount on the delegate pass fee for delegations of 3+ from the same organisation.

HOW TO REGISTER. QUESTIONS?

Please note: *TheStadiumBusiness ASIA 2025* is an invite-only meeting. Please complete the form below to apply or request more details.



Application form



Email your request



+44 (0)1903 74 11 23*



*Lines and Livechat open
Mon-Fri 09.00-17.00 GMT