

# f ~lfzag 2025^t11g 20eå f g VÛ (Johor B

DATE: Thursday, November 20, 2025

LOCATION: Johor Bahru, Johor, MY

## Event Description

f ~lfzag 2025^t11g 20eå f g VÛ (Johor Bahru) is a premier conferences event in Johor Bahru. This event attracts attendees 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:** 32/100

**Expected Attendance:** 129 people

**Event ID:** Fxt3vvebmBEpcxYGNU

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 52 across all properties

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

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