

# bvDb!9dFJdR 'dF9bvDdç Adç EbvDd!2d!' | MALAYSIAN HIGHER EDUCATION INFO DAY: RIYADH

DATE: Saturday, August 16, 2025

LOCATION: bvDc Jbv6, dVFcvBb' 'dF1d!'cbÂ 4

## Event Description

bvDb!9dFJdP bvDc-'dFJ d J dV'dFJc&Jbp | MALAYSIAN HIGHER EDUCATION INFO DAY: RIYADH is a premier event that 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** 7a9nRYCJC8TXpgC6J7

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 200 across all properties

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