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DATE: Wednesday, October 8, 2025
LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

• •Çc¥•Ñ SUNWAYv,,e°~yvîT IÕW0W(Qm^tQ...e6R) RM100,000 is a premier conferences event in Kuala Lumpur 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: 37/100

Expected Attendance: 225 people

Event ID: A5NX5pUZWEwANquYzp

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 90 across all properties

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