

# Book Talk: The Mystical Mister Kay

DATE: Saturday, September 27, 2025

LOCATION: Singapore, SG

## Event Description

Book Talk: The Mystical Mister Kay is a premier conferences event in Singapore. 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:** conferences

**Importance Rank:** 34/100

**Expected Attendance:** 158 people

**Event ID:** 6gdLauFjwGiXKMTHAh

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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