

CosmoBeauté Asia - CBA

DATE: Monday, September 29, 2025

LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

CosmoBeauté Asia - CBA is a premier expos event in Kuala Lumpur. 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: expos

Importance Rank: 73/100

Expected Attendance: 14,200 people

Event ID: A6rmEkkWTJXKw5JHko

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,680 across all properties

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