

# Cybersecurity, It Assurance & Governance Conference

DATE: Tuesday, August 19, 2025  
LOCATION: Petaling Jaya, Selangor, MY

---

## Event Description

Cybersecurity, It Assurance & Governance Conference is a premier conferences event in Petaling Jaya. 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:** 40/100

**Expected Attendance:** 306 people

**Event ID:** B94smak7a3VtSXJp6K

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 122 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/cybersecurity-it-assurance-governance-conference>

Document generated on 6/4/2026, 10:23:52 AM