

Education New Zealand (ENZ) Mini Fair @Hyatt Centric, Kota Kinabalu

DATE: Saturday, August 16, 2025
LOCATION: Kota Kinabalu, Sabah, MY

Event Description

Education New Zealand (ENZ) Mini Fair @Hyatt Centric, Kota Kinabalu is a premier festivals event in Kota Kinabalu. 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: festivals

Importance Rank: 49/100

Expected Attendance: 876 people

Event ID: 7crQ6eomvjYM2U6wRo

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 350 across all properties

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