

Franchise Expo Malaysia

DATE: Wednesday, August 20, 2025
LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

Franchise Expo Malaysia 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: 71/100

Expected Attendance: 11,000 people

Event ID: EpYvuzLg6UTMxGa8QC

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,400 across all properties

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