

IMU University: Learning Resources Festival (ILRF) 2025

DATE: Monday, August 25, 2025

LOCATION: Kuala Lumpur, Federal Territory of Kuala Lumpur, MY

Event Description

IMU University: Learning Resources Festival (ILRF) 2025 is a premier festivals 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: festivals

Importance Rank: 43/100

Expected Attendance: 430 people

Event ID: CHAs7JhRzN6fqsQwSY

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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