

Italian Artistry Meets Asean Innovation

DATE: Tuesday, November 25, 2025
LOCATION: Iskandar Puteri, Johor Darul Ta'zim, MY

Event Description

Italian Artistry Meets Asean Innovation is a premier conferences event in Iskandar Puteri. 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: 36/100

Expected Attendance: 196 people

Event ID: ApLhUK64WLMUNhpabX

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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