

Jingle & Strum @ Yamaha Thomson Plaza

DATE: Sunday, December 14, 2025
LOCATION: Singapore, SG

Event Description

Jingle & Strum @ Yamaha Thomson Plaza is a premier concerts event in Singapore. 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: concerts

Importance Rank: 40/100

Expected Attendance: 326 people

Event ID: FbZ9eRaXq5Tvny2pap

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: 130 across all properties

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