

JM Education Fair III 2025 @ Hilton Hotel, Kota Kinabalu

DATE: Friday, November 28, 2025
LOCATION: Kota Kinabalu, Sabah, MY

Event Description

JM Education Fair III 2025 @ Hilton Hotel, 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: 46/100

Expected Attendance: 603 people

Event ID: G4QxjA7zBhr7u7VgA3

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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