

JM Education Fair III 2025 @ KSL Resort, Johor Bahru

DATE: Friday, December 12, 2025
LOCATION: Johor Bahru, Johor Darul Ta'zim, MY

Event Description

JM Education Fair III 2025 @ KSL Resort, Johor Bahru is a premier festivals event in Johor Bahru. 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: 38/100

Expected Attendance: 240 people

Event ID: 58BwFVHDzUz5adb72i

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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