

# Johor Industrial Fair

DATE: Tuesday, August 26, 2025  
LOCATION: Johor Bahru, Johor, MY

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## Event Description

Johor Industrial Fair is a premier expos 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:** expos

**Importance Rank:** 70/100

**Expected Attendance:** 10,000 people

**Event ID:** BXvHgJp3ocQ6tBdMC5

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

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