

Lalala Fest at Jakarta International Expo (JIExpo)

DATE: Thursday, August 21, 2025
LOCATION: Daerah Khusus Ibukota Jakarta, ID

Event Description

Lalala Fest at Jakarta International Expo (JIExpo) is a premier festivals event in the region. 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: 51/100

Expected Attendance: 1,146 people

Event ID: 9Eyh8D7kKdDrdtAJu

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 458 across all properties

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