

MAAP Equinox Experience Ride: Johor Bahru, Malaysia, Cyclelogy

DATE: Saturday, September 20, 2025
LOCATION: Johor Bahru, Johor Darul Ta'zim, MY

Event Description

MAAP Equinox Experience Ride: Johor Bahru, Malaysia, Cyclelogy is a premier community 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: community
Importance Rank: 32/100
Expected Attendance: 127 people
Event ID: EokVBwHyq3f2VY6ns4

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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