

# MADETOBLOOM X GRAND MARKET: Anniversary Celebration

DATE: Friday, September 5, 2025  
LOCATION: Singapore, SG

## Event Description

MADETOBLOOM X GRAND MARKET: Anniversary Celebration is a premier festivals event in Singapore. 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:** 44/100

**Expected Attendance:** 512 people

**Event ID:** DW3rgAmi6EkVKXs3JK

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 205 across all properties

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