

Masskara Invasion 2025 powered by TikTok LIVE!

DATE: Saturday, October 18, 2025
LOCATION: Bacolod, Western Visayas, PH

Event Description

Masskara Invasion 2025 powered by TikTok LIVE! is a premier festivals event in Bacolod. 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: 32/100

Expected Attendance: 129 people

Event ID: 6XiY6Lf6vXDvhFZpc3

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: 52 across all properties

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