

MFFM 2025 - Malaysia Furniture Furnishings Market

DATE: Wednesday, September 3, 2025
LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

MFFM 2025 - Malaysia Furniture Furnishings Market is a premier expos event in Kuala Lumpur. 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: 72/100
Expected Attendance: 12,000 people
Event ID: 6dLGSw9UDDRgJx95jK

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 4,800 across all properties

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