

Monstraland `*sxoQl4—ój {À (Monstraland Water Music Festival)

DATE: Saturday, October 25, 2025
LOCATION: New Territories, HK

Event Description

Monstraland `*sxoQl4—ój {À (Monstraland Water Music Festival) is a premier festivals event in the region. This 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: 54/100

Expected Attendance: 1,571 people

Event ID: GqUz6ym5HEbu33MH2b

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 628 across all properties

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