

# Mouse on the Keys, Silica Gel, Midnight Fusic, and 34 others

DATE: Wednesday, October 29, 2025  
LOCATION: Singapore, SG

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## Event Description

Mouse on the Keys, Silica Gel, Midnight Fusic, and 34 others 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:** 50/100

**Expected Attendance:** 965 people

**Event ID:** 98VvPfrDYbHiNEGtWP

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 386 across all properties

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