

# Optical Fiber Comm & ICT Show Malaysia

DATE: Tuesday, August 26, 2025

LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

## Event Description

Optical Fiber Comm & ICT Show Malaysia 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:** 66/100

**Expected Attendance:** 6,253 people

**Event ID:** Efo4JD3Um6YjM5Sa7L

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,501 across all properties

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