

PE2004: Play-Based Exploration Workflow

DATE: Sunday, January 25, 2026

LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

PE2004: Play-Based Exploration Workflow 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: 40/100

Expected Attendance: 300 people

Event ID: 34ap4CQh2HikPVuuKB

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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