

Premium Noah's Ark: A Christmas Drama

DATE: Friday, December 19, 2025
LOCATION: George Town, Penang, MY

Event Description

Premium Noah's Ark: A Christmas Drama is a premier concerts event in George Town. 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: concerts

Importance Rank: 47/100

Expected Attendance: 721 people

Event ID: B96HYiYhskfjVip6iK

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 288 across all properties

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