

QWER at Zepp Kuala Lumpur

DATE: Friday, January 16, 2026

LOCATION: Kuala Lumpur, Federal Territory of Kuala Lumpur, MY

Event Description

QWER at Zepp Kuala Lumpur is a premier concerts 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: concerts

Importance Rank: 57/100

Expected Attendance: 2,138 people

Event ID: DjhzsXGShowfH6iZ2E

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 855 across all properties

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