

Scientific Conference of Microscopy Society Malaysia

DATE: Monday, November 24, 2025
LOCATION: Johor Bahru, Johor Darul Ta'zim, MY

Event Description

Scientific Conference of Microscopy Society Malaysia is a premier conferences event in Johor Bahru. 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: conferences

Importance Rank: 42/100

Expected Attendance: 391 people

Event ID: 8we3qNwVsUT3MJde6k

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 156 across all properties

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