

Simply Red, Joss Stone, Phum Viphurit, and 2 others

DATE: Thursday, September 11, 2025
LOCATION: johor, MY

Event Description

Simply Red, Joss Stone, Phum Viphurit, and 2 others is a premier festivals event in johor. 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: festivals

Importance Rank: 56/100

Expected Attendance: 1,886 people

Event ID: HQfnALFYJryFuAtJcN

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: 754 across all properties

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

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<https://becircadian.com/events/simply-red-joss-stone-phum-viphurit-and-2-others>

Document generated on 6/4/2026, 5:32:31 AM