

SMTA Penang 2025 EXPO & Tech Forum

DATE: Tuesday, September 23, 2025
LOCATION: Bayan Lepas, Pulau Pinang, MY

Event Description

SMTA Penang 2025 EXPO & Tech Forum is a premier expos event in Bayan Lepas. 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: 55/100

Expected Attendance: 1,686 people

Event ID: 7fhfyyMWuofRBy54

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 674 across all properties

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