

SSR 2025 - Festival

DATE: Friday, September 12, 2025
LOCATION: Singapore, SG

Event Description

SSR 2025 - Festival is a premier festivals event in Singapore. 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: 44/100

Expected Attendance: 478 people

Event ID: 6ixPcvF3doJBnp9zgJ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 191 across all properties

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