

# Star Education Fair 24&25 Jan 2026 / PICCA Convention Centre, Butterworth

DATE: Friday, January 23, 2026  
LOCATION: Butterworth, Pulau Pinang, MY

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## Event Description

Star Education Fair 24&25 Jan 2026 / PICCA Convention Centre, Butterworth is a premier expos event in Butterworth. 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:** 58/100

**Expected Attendance:** 2,511 people

**Event ID:** A6ht8XPpS5DPYDBUKy

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,004 across all properties

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