

Super League - DPMM vs Sabah

DATE: Saturday, December 20, 2025
LOCATION: Kota Kinabalu, Sabah, MY

Event Description

Super League - DPMM vs Sabah is a premier sports event in Kota Kinabalu. 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: sports

Importance Rank: 69/100

Expected Attendance: 9,167 people

Event ID: B4Z6DMxPkmExEmGpmb

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,667 across all properties

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