

Super League - DPMM vs Terengganu

DATE: Tuesday, January 13, 2026
LOCATION: Kuala Terengganu, Terengganu, MY

Event Description

Super League - DPMM vs Terengganu is a premier sports event in Kuala Terengganu. 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: 76/100

Expected Attendance: 20,924 people

Event ID: 6x8eJbx2NEhL9ygDCb

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,370 across all properties

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