

Super League - Imigresen vs Kuala Lumpur City

DATE: Sunday, January 4, 2026

LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

Super League - Imigresen vs Kuala Lumpur City is a premier sports event in Kuala Lumpur. 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: 60/100

Expected Attendance: 3,074 people

Event ID: HsqABr7Cjbr9aKePWe

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,230 across all properties

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