

Super League - Imigresen vs Melaka

DATE: Wednesday, December 24, 2025

LOCATION: Malacca, Malacca, MY

Event Description

Super League - Imigresen vs Melaka is a premier sports event in Malacca. 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: 64/100

Expected Attendance: 5,171 people

Event ID: t6uy5RsifnfpoU3jxC

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,068 across all properties

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