

Super League - Johor Darul Ta'zim vs Kuala Lumpur City

DATE: Wednesday, December 17, 2025
LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

Super League - Johor Darul Ta'zim 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: 66/100

Expected Attendance: 6,064 people

Event ID: BxBr9n2BEREQa5mgR8

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,426 across all properties

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