

Super League - Kelantan Darul Naim vs Imigresen

DATE: Saturday, January 10, 2026
LOCATION: Simpang Ampat, Penang, MY

Event Description

Super League - Kelantan Darul Naim vs Imigresen is a premier sports event in Simpang Ampat. 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: 55/100

Expected Attendance: 1,712 people

Event ID: AS4pBHz8kEcLVUw4Fs

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 685 across all properties

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