

Super League - Kuching City vs Johor Darul Ta'zim

DATE: Tuesday, January 13, 2026
LOCATION: Iskandar Puteri, MY

Event Description

Super League - Kuching City vs Johor Darul Ta'zim is a premier sports event in Iskandar Puteri. 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: 5,098 people

Event ID: G4iw4XnEZaNoNMaX95

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: 2,039 across all properties

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