

Super League - Kuching City vs Kelantan Darul Naim

DATE: Friday, January 2, 2026
LOCATION: Kota Bharu, Kelantan, MY

Event Description

Super League - Kuching City vs Kelantan Darul Naim is a premier sports event in Kota Bharu. 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: 68/100

Expected Attendance: 7,840 people

Event ID: 8KJeh7b6TUCo8aLsWa

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,136 across all properties

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