

Super League - Madura United vs Arema

DATE: Tuesday, December 23, 2025

LOCATION: Jawa Timur, ID

Event Description

Super League - Madura United vs Arema is a premier sports event in the region. 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: 70/100

Expected Attendance: 9,723 people

Event ID: E7XXeb7ark8G9VfqLH

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,889 across all properties

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