

Super League - Madura United vs Persija

DATE: Friday, January 23, 2026

LOCATION: Jakarta, ID

Event Description

Super League - Madura United vs Persija is a premier sports event in Jakarta. 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: 77/100

Expected Attendance: 22,986 people

Event ID: 5UWsL9HEs55RdMwRCx

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 9,194 across all properties

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