

# Super League - Melaka vs DPMM

DATE: Saturday, January 31, 2026  
LOCATION: Bandar Seri Begawan, Daerah Brunei-Muara, BN

## Event Description

Super League - Melaka vs DPMM is a premier sports event in Bandar Seri Begawan. 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:** 63/100

**Expected Attendance:** 4,471 people

**Event ID:** 94MGUyWdN86L7GJ73g

## 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:** 1,788 across all properties

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