

Super League - Melaka vs Pulau Pinang

DATE: Sunday, January 11, 2026
LOCATION: George Town, Pulau Pinang, MY

Event Description

Super League - Melaka vs Pulau Pinang is a premier sports event in George Town. 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: 65/100

Expected Attendance: 5,611 people

Event ID: ByfezM4dLwejNPwRUU

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,244 across all properties

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