

# Super League - PDRM vs Pulau Pinang

DATE: Friday, December 19, 2025  
LOCATION: George Town, Pulau Pinang, MY

## Event Description

Super League - PDRM 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:** 67/100

**Expected Attendance:** 6,816 people

**Event ID:** 8Sh7aAcS7e8TPE58N7

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,726 across all properties

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