

# Super League - PSM Makassar vs Semen Padang

DATE: Friday, August 22, 2025  
LOCATION: West Sumatra, ID

## Event Description

Super League - PSM Makassar vs Semen Padang 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:** 64/100

**Expected Attendance:** 5,276 people

**Event ID:** 5sxEzwcwHYrNokxtZ6W

## 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:** 2,110 across all properties

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