

Super League - Pulau Pinang vs DPMM

DATE: Tuesday, December 23, 2025
LOCATION: Bandar Seri Begawan, Daerah Brunei-Muara, BN

Event Description

Super League - Pulau Pinang 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: 65/100

Expected Attendance: 5,377 people

Event ID: G9WabB7ic2ujMUwqTV

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: 2,151 across all properties

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