

Super League - Selangor vs DPMM

DATE: Saturday, January 10, 2026

LOCATION: Bandar Seri Begawan, Daerah Brunei-Muara, BN

Event Description

Super League - Selangor 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: 64/100

Expected Attendance: 5,116 people

Event ID: sDJSUucWP9yX53A3VU

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: 2,046 across all properties

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