

# Super League - Semen Padang vs PSIM Yogyakarta

DATE: Sunday, January 4, 2026  
LOCATION: Daerah Istimewa Yogyakarta, ID

## Event Description

Super League - Semen Padang vs PSIM Yogyakarta 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:** 63/100

**Expected Attendance:** 4,656 people

**Event ID:** EUho9DmchvhTbZ55Yg

## 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:** 1,862 across all properties

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