

# [Talk] Penang: The Land of Inventors

DATE: Monday, December 8, 2025  
LOCATION: George Town, Pulau Pinang, MY

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## Event Description

[Talk] Penang: The Land of Inventors is a premier conferences 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:** conferences

**Importance Rank:** 30/100

**Expected Attendance:** 95 people

**Event ID:** A5wweLsTUDkswf8Vib

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 38 across all properties

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

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