

The Mix Up: Rubberband, I-Wei & Priscilla Xavier

DATE: Saturday, August 16, 2025

LOCATION: Kuala Lumpur, Federal Territory of Kuala Lumpur, MY

Event Description

The Mix Up: Rubberband, I-Wei & Priscilla Xavier is a premier concerts event in Kuala Lumpur. 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: concerts

Importance Rank: 42/100

Expected Attendance: 407 people

Event ID: 7x6rnUZKpSnN5J5Dgf

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 163 across all properties

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