

The Pillars Festival 2025, APW Bangsar

DATE: Friday, October 10, 2025

LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

Event Description

The Pillars Festival 2025, APW Bangsar is a premier festivals 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: festivals

Importance Rank: 48/100

Expected Attendance: 823 people

Event ID: 6v6PY4YvU8WxWbA4TJ

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 329 across all properties

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