

Triumph Sunway Pyramid Boutique - VIP's Members Appreciation Day

DATE: Saturday, November 29, 2025
LOCATION: Petaling Jaya, Selangor, MY

Event Description

Triumph Sunway Pyramid Boutique - VIP's Members Appreciation Day is a premier expos event in Petaling Jaya. 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: expos

Importance Rank: 44/100

Expected Attendance: 507 people

Event ID: 78ejiiNgpaJuPLXWut

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 203 across all properties

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