

Union Day

DATE: Wednesday, February 11, 2026

LOCATION: MM

Event Description

Union Day is a premier public-holidays 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: public-holidays

Importance Rank: 90/100

Expected Attendance: 10,000 people

Event ID: 4aj2ZhDWQUSYCCxYy

Hotel Demand Indicators

ADR Impact Index: 9.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 180 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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