

VIVIZ

DATE: Saturday, October 25, 2025
LOCATION: Petaling Jaya, Selangor, MY

Event Description

VIVIZ is a premier concerts 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: concerts

Importance Rank: 61/100

Expected Attendance: 3,479 people

Event ID: AJQ9fRzQV6kNZ3SJNP

Hotel Demand Indicators

ADR Impact Index: 6.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,392 across all properties

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