

# Wire & Cable Show Malaysia 2025

DATE: Tuesday, August 26, 2025

LOCATION: Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, MY

## Event Description

Wire & Cable Show Malaysia 2025 is a premier expos 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:** expos

**Importance Rank:** 67/100

**Expected Attendance:** 6,772 people

**Event ID:** BWE35Y4LbLbaXnFpRx

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,709 across all properties

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