

[ZONE3 LAUNCHPAD] Johor-Singapore Special Economic Zone

DATE: Tuesday, September 23, 2025
LOCATION: Johor Bahru, Johor, MY

Event Description

[ZONE3 LAUNCHPAD] Johor-Singapore Special Economic Zone is a premier conferences event in Johor Bahru. 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: conferences

Importance Rank: 44/100

Expected Attendance: 509 people

Event ID: CXppkCiv65qH2eb4Q2

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: 204 across all properties

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