

Doosan Bears vs Samsung Lions

DATE: Tuesday, September 23, 2025

LOCATION: Daegu, KR

Event Description

Doosan Bears vs Samsung Lions is a premier sports event in Daegu. 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: sports

Importance Rank: 75/100

Expected Attendance: 17,727 people

Event ID: D4Luzmsw7piR7Wj6sw

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,091 across all properties

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