

FIBA Intercontinental Cup - 5th Place Final - Illawarra Hawks vs Utsunomiya Brex

DATE: Sunday, September 21, 2025
LOCATION: Singapore, SG

Event Description

FIBA Intercontinental Cup - 5th Place Final - Illawarra Hawks vs Utsunomiya Brex is a premier sports event in Singapore. 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: 62/100

Expected Attendance: 3,831 people

Event ID: GZkaBmdwjxqr8jLC2K

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,532 across all properties

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