

Jeonbuk FC vs FC Pohang Steelers

DATE: Saturday, November 22, 2025
LOCATION: Pohang, Gyeongsangbuk-do, KR

Event Description

Jeonbuk FC vs FC Pohang Steelers is a premier sports event in Pohang. 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: 65/100

Expected Attendance: 5,483 people

Event ID: 6jdTLZhdGkU2RPhXYP

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,193 across all properties

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