

# K League 1 - Daejeon Hana Citizen vs Gwangju

DATE: Sunday, August 17, 2025  
LOCATION: Gwangju, Gwangju, KR

## Event Description

K League 1 - Daejeon Hana Citizen vs Gwangju is a premier sports event in Gwangju. 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:** 60/100

**Expected Attendance:** 3,278 people

**Event ID:** ADPcsL7SgpnnH24aFb

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,311 across all properties

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