

K League 2 - Busan IPark vs Seongnam

DATE: Sunday, November 23, 2025

LOCATION: Seongnam, KR

Event Description

K League 2 - Busan IPark vs Seongnam is a premier sports event in Seongnam. 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: 68/100

Expected Attendance: 8,189 people

Event ID: BSjwSRMBzkZKYhy4F

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,276 across all properties

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