

# K3 League - Paju Citizen vs Busan Transportation

DATE: Sunday, October 26, 2025  
LOCATION: Busan, KR

## Event Description

K3 League - Paju Citizen vs Busan Transportation is a premier sports event in Busan. 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:** 41/100

**Expected Attendance:** 355 people

**Event ID:** Am9vtBqasqRjtCqyek

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 142 across all properties

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