

# KBL - Daegu Pegasus vs Seoul Thunders

DATE: Thursday, January 22, 2026  
LOCATION: Olympic-ro, Seoul, KR

## Event Description

KBL - Daegu Pegasus vs Seoul Thunders is a premier sports event in Olympic-ro. 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:** 5,511 people

**Event ID:** EwKipudSXSEnVwd2QP

## 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:** 2,204 across all properties

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