

# KBL - Goyang Sono Skygunners vs Seoul Knights

DATE: Saturday, January 31, 2026  
LOCATION: Seoul, Seoul, KR

## Event Description

KBL - Goyang Sono Skygunners vs Seoul Knights is a premier sports event in Seoul. 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:** 62/100

**Expected Attendance:** 3,908 people

**Event ID:** 4dcK4DDTvvg6Mo5tpi

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,563 across all properties

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