

KBL - Goyang Sono Skygunners vs Seoul Thunders

DATE: Sunday, January 25, 2026
LOCATION: Olympic-ro, Seoul, KR

Event Description

KBL - Goyang Sono Skygunners 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: 5,429 people

Event ID: B9BgDLRs9LrvwDXNYa

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: 2,172 across all properties

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