

# KBL - Jeonju Egis vs Goyang Sono Skygunners

DATE: Wednesday, February 4, 2026  
LOCATION: Goyang, KR

## Event Description

KBL - Jeonju Egis vs Goyang Sono Skygunners is a premier sports event in Goyang. 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:** 4,137 people

**Event ID:** CL4EVrRJqd43PgDrwY

## 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:** 1,655 across all properties

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