

KBL - Jeonju Egis vs Wonju Dongu Promy

DATE: Wednesday, January 21, 2026
LOCATION: Wonju, KR

Event Description

KBL - Jeonju Egis vs Wonju Dongu Promy is a premier sports event in Wonju. 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: 59/100

Expected Attendance: 2,872 people

Event ID: CP4CaWHB7SvjGvqCbi

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,149 across all properties

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