

Kia Tigers vs Doosan Bears

DATE: Friday, August 15, 2025
LOCATION: Olympic-ro, Seoul, KR

Event Description

Kia Tigers vs Doosan Bears 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: 77/100

Expected Attendance: 21,776 people

Event ID: 5G73goQPLgeMXqKSwG

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,710 across all properties

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