

Kiwoom Heroes vs Doosan Bears

DATE: Thursday, September 18, 2025
LOCATION: Olympic-ro, Seoul, KR

Event Description

Kiwoom Heroes 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: 75/100

Expected Attendance: 17,554 people

Event ID: L3pjrnZyn7HPJHdGF

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,022 across all properties

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