

# Kiwoom Heroes vs Hanwha Eagles

DATE: Monday, September 15, 2025  
LOCATION: Cheongju, Chungcheongbuk-do, KR

## Event Description

Kiwoom Heroes vs Hanwha Eagles is a premier sports event in Cheongju. 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:** 70/100

**Expected Attendance:** 10,500 people

**Event ID:** DPTKnnw4mSnEU92ces

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,200 across all properties

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