

Lotte Giants vs Kia Tigers

DATE: Thursday, September 11, 2025
LOCATION: Gwangju, KR

Event Description

Lotte Giants vs Kia Tigers is a premier sports event in Gwangju. 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: 76/100

Expected Attendance: 19,650 people

Event ID: FVJP6FkjpBhueNES8F

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: 7,860 across all properties

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