

# Maharlika Pilipinas Basketball League - Ilagan Isabela Cowboys vs Muntinlupa Cagers

DATE: Thursday, August 21, 2025  
LOCATION: City of Batangas, PH

## Event Description

Maharlika Pilipinas Basketball League - Ilagan Isabela Cowboys vs Muntinlupa Cagers is a premier sports event in City of Batangas. 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:** 52/100  
**Expected Attendance:** 1,277 people  
**Event ID:** 5fFbGBw7B337a77SjD

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 511 across all properties

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