

Maharlika Pilipinas Basketball League - Nueva Ecija vs Imus Braderhood

DATE: Tuesday, August 19, 2025
LOCATION: Balanga, PH

Event Description

Maharlika Pilipinas Basketball League - Nueva Ecija vs Imus Braderhood is a premier sports event in Balanga. 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: 60/100

Expected Attendance: 3,218 people

Event ID: DUvka4s5DQkd7TBy7M

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,287 across all properties

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