

# Maharlika Pilipinas Basketball League - Quezon City vs Pampanga Giant Lanterns

DATE: Friday, August 15, 2025  
LOCATION: San Fernando City, PH

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## Event Description

Maharlika Pilipinas Basketball League - Quezon City vs Pampanga Giant Lanterns is a premier sports event in San Fernando City. 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:** 58/100

**Expected Attendance:** 2,398 people

**Event ID:** DTNc7ZjJrqqJE8PmL2

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 959 across all properties

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

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