

Maharlika Pilipinas Basketball League - San Juan Kings vs Quezon Huskers

DATE: Saturday, August 16, 2025
LOCATION: Lucena, Calabarzon, PH

Event Description

Maharlika Pilipinas Basketball League - San Juan Kings vs Quezon Huskers is a premier sports event in Lucena. 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: 64/100

Expected Attendance: 4,864 people

Event ID: 5YAgivaEpMrAbvBJwm

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,946 across all properties

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