

NBA G-League - Capitanes vs South Bay Lakers

DATE: Thursday, January 22, 2026
LOCATION: El Segundo, California, US

Event Description

NBA G-League - Capitanes vs South Bay Lakers is a premier sports event in El Segundo. 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: 48/100

Expected Attendance: 750 people

Event ID: 3AgJyWZ6cbk6QftdsA

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 300 across all properties

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