

# NBA - Pre Season - Miami Heat vs Orlando Magic

DATE: Sunday, October 12, 2025  
LOCATION: Orlando, Florida, US

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## Event Description

NBA - Pre Season - Miami Heat vs Orlando Magic is a premier sports event in Orlando. 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:** 76/100  
**Expected Attendance:** 18,846 people  
**Event ID:** Byvq7fDSMapbHZzm4

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)  
**Occupancy Impact:** +62 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 7,538 across all properties

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

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