

# PBA Philippine Cup - Barangay Ginebra vs Terrafirma Dyip

DATE: Friday, December 12, 2025  
LOCATION: City of Manila, PH

## Event Description

PBA Philippine Cup - Barangay Ginebra vs Terrafirma Dyip is a premier sports event in City of Manila. 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:** 65/100

**Expected Attendance:** 5,940 people

**Event ID:** 4ePNu9d99NozcWZKuQ

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,376 across all properties

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