

PBA Philippine Cup - Terrafirma Dyip vs San Miguel Beermen

DATE: Wednesday, December 17, 2025
LOCATION: Pasig, Metro Manila, PH

Event Description

PBA Philippine Cup - Terrafirma Dyip vs San Miguel Beermen is a premier sports event in Pasig. 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: 60/100

Expected Attendance: 3,179 people

Event ID: ubpLZsAefZVCjbpMCK

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,272 across all properties

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