

# Samsung Lions vs Doosan Bears

DATE: Wednesday, August 27, 2025

LOCATION: Olympic-ro, Seoul, KR

## Event Description

Samsung Lions vs Doosan Bears is a premier sports event in Olympic-ro. 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:** 74/100

**Expected Attendance:** 16,200 people

**Event ID:** 4QbPHct5tcUin5KKUM

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,480 across all properties

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