

Samsung Lions vs LG Twins

DATE: Saturday, September 20, 2025

LOCATION: Olympic-ro, Seoul, KR

Event Description

Samsung Lions vs LG Twins 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: 78/100

Expected Attendance: 24,344 people

Event ID: Haf67LVAgJ7SQhfYYr

Hotel Demand Indicators

ADR Impact Index: 8.1x 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: 9,738 across all properties

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