

Samsung Lions vs Lotte Giants

DATE: Friday, September 26, 2025

LOCATION: Busan, Busan, KR

Event Description

Samsung Lions vs Lotte Giants is a premier sports event in Busan. 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: 24,126 people

Event ID: AgzVYZXywp23SqVJMx

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: 9,650 across all properties

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