

Samsung Lions vs NC Dinos

DATE: Thursday, August 21, 2025

LOCATION: Changwon, KR

Event Description

Samsung Lions vs NC Dinos is a premier sports event in Changwon. 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: 76/100

Expected Attendance: 19,202 people

Event ID: GphTHQF5F6QDK9SZaX

Hotel Demand Indicators

ADR Impact Index: 8.0x 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: 7,681 across all properties

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