

# Shandong Kirin vs Fujian Sturgeons

DATE: Tuesday, January 6, 2026

LOCATION: Quanzhou, CN

## Event Description

Shandong Kirin vs Fujian Sturgeons is a premier sports event in Quanzhou. 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:** 64/100

**Expected Attendance:** 5,155 people

**Event ID:** DhWjmTUVkLYsRrhNrD

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,062 across all properties

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