

Shanxi Loongs vs Guangdong Southern Tigers

DATE: Saturday, January 24, 2026
LOCATION: Dong Guan Shi, Guang Dong Sheng, CN

Event Description

Shanxi Loongs vs Guangdong Southern Tigers is a premier sports event in Dong Guan Shi. 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: 70/100

Expected Attendance: 10,277 people

Event ID: 3P8vjXWdUR2W6ZZLjy

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,111 across all properties

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