

SSG Landers vs Hanwha Eagles

DATE: Sunday, August 24, 2025
LOCATION: Cheongju, Chungcheongbuk-do, KR

Event Description

SSG Landers vs Hanwha Eagles is a premier sports event in Cheongju. 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: 10,500 people

Event ID: AJGjp9nG7FehZ3GFkb

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: 4,200 across all properties

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