

SSG Landers vs KT Wiz

DATE: Thursday, August 21, 2025
LOCATION: Suwon, Gyeonggi-do, KR

Event Description

SSG Landers vs KT Wiz is a premier sports event in Suwon. 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: 74/100

Expected Attendance: 16,707 people

Event ID: DaXMy2kaCKmhc2pAwi

Hotel Demand Indicators

ADR Impact Index: 7.8x 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: 6,683 across all properties

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