

SSG Landers vs LG Twins

DATE: Sunday, September 7, 2025

LOCATION: Olympic-ro, Seoul, KR

Event Description

SSG Landers vs LG Twins is a premier sports event in Olympic-ro. 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: 78/100

Expected Attendance: 24,183 people

Event ID: 6YRpE93vTBS8Bq4xDZ

Hotel Demand Indicators

ADR Impact Index: 8.1x 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: 9,673 across all properties

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

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