

# SSG Landers vs Samsung Lions

DATE: Thursday, September 11, 2025

LOCATION: Daegu, KR

## Event Description

SSG Landers vs Samsung Lions is a premier sports event in Daegu. 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:** 75/100

**Expected Attendance:** 17,569 people

**Event ID:** BXwrGNwgkyNZLCZeFP

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 7,028 across all properties

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