

# Super League - Bali United vs PSM Makassar

DATE: Friday, January 9, 2026  
LOCATION: Lompoe, ID

## Event Description

Super League - Bali United vs PSM Makassar is a premier sports event in Lompoe. 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:** 66/100

**Expected Attendance:** 6,004 people

**Event ID:** EUcZ5sDWnpisgfqkzV

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,402 across all properties

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