

Taiwan Professional Basketball League - Formosa Dreamers vs New Taipei CTBC

DATE: Sunday, January 4, 2026
LOCATION: New Taipei City, TW

Event Description

Taiwan Professional Basketball League - Formosa Dreamers vs New Taipei CTBC is a premier sports event in New Taipei City. 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: 61/100

Expected Attendance: 3,471 people

Event ID: BS2TeB6sJHVynk7ydA

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,388 across all properties

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