

# Taiwan Professional Basketball League - New Taipei CTBC vs Taipei Mars

DATE: Saturday, January 17, 2026  
LOCATION: Taipei, TW

## Event Description

Taiwan Professional Basketball League - New Taipei CTBC vs Taipei Mars is a premier sports event in Taipei. 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:** 3,460 people

**Event ID:** BApE4gtVKmPXywsWaE

## 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:** 1,384 across all properties

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