

Taiwan Professional Basketball League - Taipei Mars vs Hsinchu Lions

DATE: Sunday, December 21, 2025
LOCATION: Zhubei, TW

Event Description

Taiwan Professional Basketball League - Taipei Mars vs Hsinchu Lions is a premier sports event in Zhubei. 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: 60/100

Expected Attendance: 3,265 people

Event ID: a9CAjyCtNEMW2EgX4H

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,306 across all properties

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