

Taiwan Professional Basketball League - Taipei Mars vs Kaohsiung Aquas

DATE: Wednesday, January 7, 2026
LOCATION: Kaohsiung City, TW

Event Description

Taiwan Professional Basketball League - Taipei Mars vs Kaohsiung Aquas is a premier sports event in the region. 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: 64/100
Expected Attendance: 4,852 people
Event ID: GLgyXRWRFaTNS5Fvgx

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,941 across all properties

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