

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

DATE: Sunday, October 19, 2025  
LOCATION: New Taipei City, TW

## Event Description

Taiwan Professional Basketball League - Taipei Mars vs New Taipei Kings 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:** 3,729 people

**Event ID:** GqmaM8zyyBAv7rVPrv

## 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:** 1,492 across all properties

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