

# Tanjong Pagar United vs Albirex Niigata (S)

DATE: Saturday, January 17, 2026  
LOCATION: Singapore, SG

## Event Description

Tanjong Pagar United vs Albirex Niigata (S) is a premier sports event in Singapore. 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:** 56/100

**Expected Attendance:** 2,063 people

**Event ID:** BsyYChKWgVkkmSFby5

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 825 across all properties

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