

# Uni Lions vs Fubon Guardians

DATE: Wednesday, September 17, 2025  
LOCATION: New Taipei City, TW

## Event Description

Uni Lions vs Fubon Guardians 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:** 68/100

**Expected Attendance:** 7,953 people

**Event ID:** E5Df2tMeSv6sEgXggQ

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,181 across all properties

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