

# V.League 1 - Nùng vs Hoàng Anh Gia Lai

DATE: Sunday, February 1, 2026  
LOCATION: Thành phố Pleiku, Gia Lai, VN

## Event Description

V.League 1 - Nùng vs Hoàng Anh Gia Lai is a premier sports event in Thành phố Pleiku. 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:** 65/100

**Expected Attendance:** 5,616 people

**Event ID:** GDwpFf7AqoETBphfkt

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,246 across all properties

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