

# WKBL - Shinhan Bank S-Birds vs KB Stars

DATE: Saturday, December 6, 2025  
LOCATION: Cheongju, Chungcheongbuk-do, KR

## Event Description

WKBL - Shinhan Bank S-Birds vs KB Stars is a premier sports event in Cheongju. 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:** 57/100

**Expected Attendance:** 2,215 people

**Event ID:** 7xiDkv2kAsfhUsV3MZ

## 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:** 886 across all properties

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