

WKBL - Shinhan Bank S-Birds vs Woori Hansae

DATE: Saturday, January 24, 2026
LOCATION: Asan South Chungcheong, KR

Event Description

WKBL - Shinhan Bank S-Birds vs Woori Hansae is a premier sports event in Asan South Chungcheong. 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: 55/100

Expected Attendance: 1,762 people

Event ID: 5YATTcbhbh5P9tG8Tq

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 705 across all properties

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