

BMW M Driving Experience - Seoul, South Korea

DATE: Monday, October 27, 2025
LOCATION: Jung-gu, Incheon, KR

Event Description

BMW M Driving Experience - Seoul, South Korea is a premier community event in Jung-gu. 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: community

Importance Rank: 36/100

Expected Attendance: 200 people

Event ID: G8ecK4WcrkY8SLwynn

Hotel Demand Indicators

ADR Impact Index: 4.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 80 across all properties

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