

# Cheongwon Life Rice Daecheong Lake Marathon

DATE: Friday, October 17, 2025  
LOCATION: Cheongju, Chungcheongbuk-do, KR

## Event Description

Cheongwon Life Rice Daecheong Lake Marathon 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:** 35/100

**Expected Attendance:** 173 people

**Event ID:** 5HcA3vZBtfVV3PkDcd

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 69 across all properties

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