

ChildFund Korea Sharing Marathon

DATE: Friday, September 5, 2025

LOCATION: Seo-gu, Daejeon, KR

Event Description

ChildFund Korea Sharing Marathon is a premier sports event in Seo-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: sports

Importance Rank: 41/100

Expected Attendance: 336 people

Event ID: 49KKoAf3znnTrCyTAD

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 134 across all properties

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