

Daegu Bukgu Love Marathon

DATE: Saturday, October 18, 2025

LOCATION: Buk-gu, Daegu, KR

Event Description

Daegu Bukgu Love Marathon is a premier sports event in Buk-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: 42/100

Expected Attendance: 405 people

Event ID: ETh5qAcmP3GSsXSEq2

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 162 across all properties

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