

Daejeon Yuseong Chrysanthemum Marathon

DATE: Saturday, October 25, 2025
LOCATION: Yuseong District, Daejeon, KR

Event Description

Daejeon Yuseong Chrysanthemum Marathon is a premier sports event in Yuseong District. 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: 47/100

Expected Attendance: 709 people

Event ID: GgAuUfPg36S7dZXLLD

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 284 across all properties

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