

Design Korea

DATE: Tuesday, November 11, 2025
LOCATION: Yeongdong-daero, Seoul, KR

Event Description

Design Korea is a premier expos event in Yeongdong-daero. 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: expos

Importance Rank: 64/100

Expected Attendance: 5,000 people

Event ID: CGmM2md8EhWFb6jMBL

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,000 across all properties

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