

DMZ Open Peace Marathon

DATE: Saturday, November 1, 2025
LOCATION: Paju-si, Gyeonggi-do, KR

Event Description

DMZ Open Peace Marathon is a premier sports event in Paju-si. 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: 37/100

Expected Attendance: 229 people

Event ID: HWAQ7FmE8YHhrK6ye

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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

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