

# Educare & Kids Fair

DATE: Wednesday, November 12, 2025  
LOCATION: Yeongdong-daero, Seoul, KR

## Event Description

Educare & Kids Fair 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:** 50/100  
**Expected Attendance:** 1,000 people  
**Event ID:** J6TQyTSeGBq4VptbZ5

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 400 across all properties

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