

Empower Small Businessmen Marathon Race

DATE: Saturday, September 27, 2025
LOCATION: Yangcheon District, Seoul, KR

Event Description

Empower Small Businessmen Marathon Race is a premier sports event in Yangcheon 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: 45/100

Expected Attendance: 570 people

Event ID: 3MMJPNUxez3GFu2vtA

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 228 across all properties

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