

Energy Hero Race

DATE: Friday, September 12, 2025

LOCATION: Mapo-gu, Seoul, KR

Event Description

Energy Hero Race is a premier sports event in Mapo-gu. 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: 35/100

Expected Attendance: 183 people

Event ID: GYNLj7xP3oWNWWtAt

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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