

Garmin Run Asia Series - Korea

DATE: Friday, October 17, 2025
LOCATION: Hanam-si, Gyeonggi-do, KR

Event Description

Garmin Run Asia Series - Korea is a premier sports event in Hanam-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: 215 people

Event ID: 6CM2fGmXyJwsZm73q6

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: 86 across all properties

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