

# Geoje Island Flower Marathon

DATE: Saturday, October 11, 2025  
LOCATION: Geoje-si, Gyeongsangnam-do, KR

## Event Description

Geoje Island Flower Marathon is a premier sports event in Geoje-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:** 41/100

**Expected Attendance:** 351 people

**Event ID:** BbR9tpHPQCTr3CB8tG

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 140 across all properties

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