

Geoje Ultra Trail 100K - DOUBLE 100

DATE: Friday, September 12, 2025
LOCATION: Geoje-si, Gyeongsangnam-do, KR

Event Description

Geoje Ultra Trail 100K - DOUBLE 100 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: 32/100

Expected Attendance: 126 people

Event ID: GhcRgUiSzqdX3Hv5Nb

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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