

# Gimje Semangeum Horizon Marathon Competition

DATE: Thursday, October 2, 2025  
LOCATION: Gimje, Jeonbuk State, KR

## Event Description

Gimje Semangeum Horizon Marathon Competition is a premier sports event in Gimje. 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:** 223 people

**Event ID:** 75oF6Naod3bLuKr6kR

## 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:** 89 across all properties

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