

Gumi Geumosan Mountain Trail Race

DATE: Friday, October 17, 2025
LOCATION: Gumi-si, Gyeongsangbuk-do, KR

Event Description

Gumi Geumosan Mountain Trail Race is a premier sports event in Gumi-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: 33/100

Expected Attendance: 142 people

Event ID: 8uwbyARc7Xg9zNsmBH

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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