

Gwangju Marathon for Peace & Unification

DATE: Saturday, October 18, 2025

LOCATION: Seo-gu, Gwangju, KR

Event Description

Gwangju Marathon for Peace & Unification is a premier sports event in Seo-gu. 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: 43/100

Expected Attendance: 444 people

Event ID: FD7rmddykKGj4zaAdT

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 178 across all properties

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