

Gwangmyeong Mayor Cup Health Run

DATE: Saturday, October 11, 2025
LOCATION: Gwangmyeong-si, Gyeonggi-do, KR

Event Description

Gwangmyeong Mayor Cup Health Run is a premier sports event in Gwangmyeong-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: 45/100

Expected Attendance: 568 people

Event ID: 3JZN6KUrDF7ZYQVCne

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 227 across all properties

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