

# Gyeongbuk Half Marathon

DATE: Friday, September 26, 2025

LOCATION: Yecheon, KR

## Event Description

Gyeongbuk Half Marathon is a premier sports event in Yecheon. 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:** 34/100

**Expected Attendance:** 167 people

**Event ID:** 4ikz5UQDDgUG5DMw8x

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 67 across all properties

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