

Handon Run

DATE: Saturday, September 20, 2025
LOCATION: Hanam-si, Gyeonggi-do, KR

Event Description

Handon Run is a premier sports event in Hanam-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: 37/100

Expected Attendance: 236 people

Event ID: 7XoSvD4GqZYXtdVhm

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: 94 across all properties

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