

Happy700 Pyeongchang Daegwallyeong Half Marathon

DATE: Saturday, August 16, 2025
LOCATION: Pyeongchang-gun, Gangwon-do, KR

Event Description

Happy700 Pyeongchang Daegwallyeong Half Marathon is a premier sports event in Pyeongchang-gun. 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: 38/100

Expected Attendance: 265 people

Event ID: 8xxxuALYrDoEdgsqWZ

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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