

HEAD TO YOUR NEW LIFE WITH A TOP MBA – SEOUL, AUGUST 28

DATE: Thursday, August 28, 2025
LOCATION: Gangnam District, Seoul, KR

Event Description

HEAD TO YOUR NEW LIFE WITH A TOP MBA – SEOUL, AUGUST 28 is a premier conferences event in Gangnam District. 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: conferences

Importance Rank: 40/100

Expected Attendance: 332 people

Event ID: 5YHBEPxLR5XhVy3Kp6

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 133 across all properties

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

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