

# Illustration Korea

DATE: Thursday, November 6, 2025

LOCATION: Suwon-si, KR

## Event Description

Illustration Korea is a premier expos event in Suwon-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:** expos

**Importance Rank:** 65/100

**Expected Attendance:** 5,895 people

**Event ID:** Gv5Xm3Ze7DdQ5apArd

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,358 across all properties

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