

Incheon Marathon

DATE: Saturday, November 22, 2025
LOCATION: Michuhol-gu, Incheon, KR

Event Description

Incheon Marathon is a premier sports event in Michuhol-gu. 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: 46/100

Expected Attendance: 653 people

Event ID: 73XsNwN4zmqnRY3JAK

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 261 across all properties

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