

Incheon Songdo International Marathon

DATE: Saturday, September 27, 2025

LOCATION: Yeonsu-gu, Incheon, KR

Event Description

Incheon Songdo International Marathon is a premier sports event in Yeonsu-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: 44/100

Expected Attendance: 506 people

Event ID: 5ZPNRmPpSQwh9tqnDR

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 202 across all properties

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