

# International Conference on Advanced Communications Technology

DATE: Saturday, February 7, 2026  
LOCATION: Pyeongchang-gun, Gangwon-do, KR

## Event Description

International Conference on Advanced Communications Technology is a premier conferences 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:** conferences

**Importance Rank:** 44/100

**Expected Attendance:** 498 people

**Event ID:** 3hVLBZtY5D9y5YkkVU

## 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:** 199 across all properties

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