

IRONMAN Gurye

DATE: Saturday, September 27, 2025
LOCATION: Gurye-gun, Jeollanam-do, KR

Event Description

IRONMAN Gurye is a premier sports event in Gurye-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: sports

Importance Rank: 34/100

Expected Attendance: 160 people

Event ID: 5CaEhDSFfAhpJmYo6L

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 64 across all properties

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