

Jeonmahyeop (Korean Marathon Association) Gold Run Race

DATE: Saturday, December 6, 2025
LOCATION: Geumsan, Chungcheongnam-do, KR

Event Description

Jeonmahyeop (Korean Marathon Association) Gold Run Race is a premier sports event in Geumsan. 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: 41/100

Expected Attendance: 362 people

Event ID: 9akjWrurVkcAm5HCMT

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 145 across all properties

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