

# Jeonmahyeop (Korean Marathon Association) Star & Flower wars Half Marathon

DATE: Saturday, November 29, 2025  
LOCATION: Geumsan, Chungcheongnam-do, KR

## Event Description

Jeonmahyeop (Korean Marathon Association) Star & Flower wars Half Marathon 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:** 361 people

**Event ID:** 9pxg4io3eijTw4hBE4

## 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:** 144 across all properties

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