

# Jirisan Mountain Climbathon

DATE: Thursday, August 14, 2025  
LOCATION: Hamyang, Gyeongsangnam-do, KR

## Event Description

Jirisan Mountain Climbathon is a premier sports event in Hamyang. 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:** 31/100

**Expected Attendance:** 118 people

**Event ID:** 893i6CcXkkW7gCg8a7

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 47 across all properties

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