

K-Pet Fair

DATE: Tuesday, August 12, 2025
LOCATION: Yeongdong-daero, Seoul, KR

Event Description

K-Pet Fair is a premier expos event in Yeongdong-daero. 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: expos

Importance Rank: 50/100

Expected Attendance: 1,000 people

Event ID: 4Xbc8WnWA3yWMd8bki

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 400 across all properties

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