

K3 League - Paju Citizen vs Chuncheon

DATE: Sunday, September 14, 2025
LOCATION: Chuncheon, Gangwon-do, KR

Event Description

K3 League - Paju Citizen vs Chuncheon is a premier sports event in Chuncheon. 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: 45/100

Expected Attendance: 560 people

Event ID: C2dTjh2sxhg9y9fLZL

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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