

Kim Cheon-son Mireaksan Mountain Trail Marathon

DATE: Friday, October 31, 2025
LOCATION: Tongyeong-si, Gyeongsangnam-do, KR

Event Description

Kim Cheon-son Mireaksan Mountain Trail Marathon is a premier sports event in Tongyeong-si. 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: 36/100

Expected Attendance: 196 people

Event ID: 4P95RqksonSxRBBXZv

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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