

# KOAA-GTT SHOW (formerly KOAASHOW)

DATE: Tuesday, October 21, 2025  
LOCATION: Goyang-si, Gyeonggi-do, KR

## Event Description

KOAA-GTT SHOW (formerly KOAASHOW) is a premier expos event in Goyang-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:** expos

**Importance Rank:** 65/100

**Expected Attendance:** 5,326 people

**Event ID:** HNMrxEQAz3EsFYVmr5

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,130 across all properties

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