

# Korea Cup - Semi-finals - Gangwon vs Jeonbuk Motors

DATE: Wednesday, August 20, 2025  
LOCATION: Jeonju, Jeollabuk-do, KR

## Event Description

Korea Cup - Semi-finals - Gangwon vs Jeonbuk Motors is a premier sports event in Jeonju. 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:** 73/100

**Expected Attendance:** 13,558 people

**Event ID:** 7P3crqmA3SZ9aygEcY

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,423 across all properties

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