

# Korea International Optics Fair

DATE: Wednesday, November 19, 2025

LOCATION: Gangseo-gu, Seoul, KR

## Event Description

Korea International Optics Fair is a premier festivals event in Gangseo-gu. 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:** festivals

**Importance Rank:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** 4L4D7YBNsA4PEy9ytx

## 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.*