

KTX Gwangmyeong Station Peace Marathon

DATE: Saturday, September 13, 2025
LOCATION: Gwangmyeong-si, KR

Event Description

KTX Gwangmyeong Station Peace Marathon is a premier sports event in Gwangmyeong-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: 46/100

Expected Attendance: 603 people

Event ID: 9kCKzQoMQ6YzuedJas

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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