

Lunar New Year Holiday Gift Exhibition

DATE: Sunday, August 24, 2025
LOCATION: Yeongdong-daero, Seoul, KR

Event Description

Lunar New Year Holiday Gift Exhibition is a premier expos event in Yeongdong-daero. 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: 70/100

Expected Attendance: 10,000 people

Event ID: 3CHbbsrJcckFLp6gvC

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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