

Miracle on the Han River Marathon

DATE: Saturday, November 15, 2025
LOCATION: Gwangjin District, Seoul, KR

Event Description

Miracle on the Han River Marathon is a premier sports event in Gwangjin District. 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: 49/100

Expected Attendance: 860 people

Event ID: FPibSC48AuzfavD8Ys

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 344 across all properties

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