

New Balance Run your way Seoul 10K Race

DATE: Saturday, September 27, 2025
LOCATION: Yeongdeungpo District, Seoul, KR

Event Description

New Balance Run your way Seoul 10K Race is a premier sports event in Yeongdeungpo 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: 42/100

Expected Attendance: 386 people

Event ID: 8C7uPvEjhbktWNCuL

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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