

# NU:RUN Han River Marathon

DATE: Saturday, October 11, 2025  
LOCATION: Hanam-si, Gyeonggi-do, KR

## Event Description

NU:RUN Han River Marathon is a premier sports event in Hanam-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:** 43/100

**Expected Attendance:** 468 people

**Event ID:** 8f9KhqriX3J5f73dwm

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 187 across all properties

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