

Recycle Eco Marathon

DATE: Saturday, February 7, 2026

LOCATION: Mapo-gu, Seoul, KR

Event Description

Recycle Eco Marathon is a premier sports event in Mapo-gu. 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: 45/100

Expected Attendance: 532 people

Event ID: Epzj55imvpUjzFUbwV

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 213 across all properties

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

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<https://becircadian.com/events/recycle-eco-marathon>

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