

Red Bull 400 Korea

DATE: Friday, September 12, 2025
LOCATION: Pyeongchang-gun, Gangwon-do, KR

Event Description

Red Bull 400 Korea is a premier sports event in Pyeongchang-gun. 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: 31/100

Expected Attendance: 108 people

Event ID: DGDawvS9kSwBVxn5hs

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 43 across all properties

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