

SCOTT Tongyeong Gran Fondo

DATE: Friday, November 7, 2025
LOCATION: Tongyeong-si, Gyeongsangnam-do, KR

Event Description

SCOTT Tongyeong Gran Fondo is a premier sports event in Tongyeong-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: 33/100

Expected Attendance: 142 people

Event ID: BoMkVio82BgHk2wgbz

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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