

# SEMICON Korea 2026

DATE: Tuesday, February 10, 2026  
LOCATION: Gangnam District, Seoul, KR

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## Event Description

SEMICON Korea 2026 is a premier expos event in Gangnam 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:** expos

**Importance Rank:** 87/100

**Expected Attendance:** 67,151 people

**Event ID:** Dz3RunZQHsET9eYnA3

## Hotel Demand Indicators

**ADR Impact Index:** 8.9x baseline (varies by property tier & location)

**Occupancy Impact:** +65 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 40km from venue

**Estimated Room Nights:** 26,860 across all properties

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

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