

Sii! Study in Italy

DATE: Friday, November 14, 2025
LOCATION: Gangnam District, Seoul, KR

Event Description

Sii! Study in Italy is a premier festivals 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: festivals

Importance Rank: 46/100

Expected Attendance: 623 people

Event ID: zN89ft84dVbux4Rs6n

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 249 across all properties

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