

Somnia @ Korea Blockchain Week

DATE: Tuesday, September 23, 2025
LOCATION: Seongdong-gu, Seoul, KR

Event Description

Somnia @ Korea Blockchain Week is a premier conferences event in Seongdong-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: conferences

Importance Rank: 43/100

Expected Attendance: 438 people

Event ID: 4RsdixGZrKFKX7iZGi

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 175 across all properties

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

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