

Sui Builder House: APAC

DATE: Wednesday, September 24, 2025
LOCATION: Seongdong-gu, Seoul, KR

Event Description

Sui Builder House: APAC 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: 42/100

Expected Attendance: 376 people

Event ID: J4snU76oaUJentrRfP

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 150 across all properties

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