

Super Blue Marathon

DATE: Friday, November 7, 2025

LOCATION: Mapo-gu, Seoul, KR

Event Description

Super Blue Marathon is a premier sports event in Mapo-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: sports

Importance Rank: 40/100

Expected Attendance: 313 people

Event ID: GGRPp9KxGqbFQWLMqu

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 125 across all properties

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