

The 2nd Tokyo International Gift Show in Seoul

DATE: Tuesday, November 25, 2025
LOCATION: Gangnam District, Seoul, KR

Event Description

The 2nd Tokyo International Gift Show in Seoul 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: 58/100

Expected Attendance: 2,374 people

Event ID: 8FYXriXocw2LXWL5NZ

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 950 across all properties

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