

THE MOST Valuables 2025 - Seoul Int'l Jewelry, Gem & Accessories Show

DATE: Thursday, September 11, 2025
LOCATION: Gangnam District, Seoul, KR

Event Description

THE MOST Valuables 2025 - Seoul Int'l Jewelry, Gem & Accessories Show 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: 72/100

Expected Attendance: 13,301 people

Event ID: FUiRABjWTMMFg3Vi73

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,320 across all properties

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