

Ulsan Marathon

DATE: Saturday, October 18, 2025

LOCATION: Jung-gu, Ulsan, KR

Event Description

Ulsan Marathon is a premier sports event in Jung-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: 43/100

Expected Attendance: 434 people

Event ID: 436DWeQFAGJFWLCQzf

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: 174 across all properties

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