

# Wildfire Prevention Namsan Marathon

DATE: Saturday, February 7, 2026  
LOCATION: Jung District, Seoul, KR

## Event Description

Wildfire Prevention Namsan Marathon is a premier sports event in Jung 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:** sports

**Importance Rank:** 47/100

**Expected Attendance:** 698 people

**Event ID:** ChzH3Lbg3KAt8Joa4t

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 279 across all properties

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