

# Yeongnam Alps Half Marathon

DATE: Saturday, November 29, 2025

LOCATION: Ulju-gun, Ulsan, KR

## Event Description

Yeongnam Alps Half Marathon is a premier sports event in Ulju-gun. 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:** 327 people

**Event ID:** 8VQxt7Dj8zV4DbS3kY

## 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:** 131 across all properties

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