

Yeongyang Mountain Marathon

DATE: Friday, October 24, 2025
LOCATION: Yeongyang-gun, Gyeongsangbuk-do, KR

Event Description

Yeongyang Mountain Marathon is a premier sports event in Yeongyang-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: 29/100

Expected Attendance: 88 people

Event ID: 4gfG7RsFG3mmDTy9ad

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 35 across all properties

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