

# 4th Franchise EXPO OSAKA (FRAX OSAKA)

DATE: Tuesday, August 26, 2025  
LOCATION: Osaka, Osaka, JP

## Event Description

4th Franchise EXPO OSAKA (FRAX OSAKA) is a premier expos event in Osaka. 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:** 69/100

**Expected Attendance:** 8,770 people

**Event ID:** 6LYmWt4MQZcWpJGNuY

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,508 across all properties

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