

# 6th Franchise EXPO TOKYO (FRAX TOKYO)

DATE: Tuesday, January 13, 2026  
LOCATION: Koto City, Tokyo, JP

## Event Description

6th Franchise EXPO TOKYO (FRAX TOKYO) is a premier expos event in Koto City. 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:** 72/100

**Expected Attendance:** 12,884 people

**Event ID:** GBvCqTg38yK5i9CHCz

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,154 across all properties

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