

# AMLEX 2026 - 4th Amusement & Leisure EXPO TOKYO

DATE: Tuesday, January 20, 2026  
LOCATION: Yokohama, Kanagawa, JP

## Event Description

AMLEX 2026 - 4th Amusement & Leisure EXPO TOKYO is a premier expos event in Yokohama. 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:** 68/100  
**Expected Attendance:** 7,648 people  
**Event ID:** FdYBrHgWettBSTkP6Z

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,059 across all properties

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