

ATAIT : International Symposium on Advanced Technologies and Applications in the Internet of Things

DATE: Tuesday, September 9, 2025
LOCATION: Kusatsu, Shiga, JP

Event Description

ATAIT : International Symposium on Advanced Technologies and Applications in the Internet of Things is a premier conferences event in Kusatsu. 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: conferences

Importance Rank: 40/100

Expected Attendance: 328 people

Event ID: J3Eb5HRQJ7jbnbhAQK

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.

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