

B1 League - Brave Thunders vs Sendai 89ers

DATE: Tuesday, January 27, 2026
LOCATION: Taihaku-ku, Miyagi-ken, JP

Event Description

B1 League - Brave Thunders vs Sendai 89ers is a premier sports event in Taihaku-ku. 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: 58/100

Expected Attendance: 2,527 people

Event ID: 3kmtXU5vmLLL7yehA6

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,011 across all properties

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