

B1 League - NeoPhoenix vs Toyama Grouses

DATE: Wednesday, December 24, 2025
LOCATION: Kurobe, Toyama, JP

Event Description

B1 League - NeoPhoenix vs Toyama Grouses is a premier sports event in Kurobe. 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: 56/100

Expected Attendance: 2,025 people

Event ID: 8JbW3CmSxtkDS7a4d9

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 810 across all properties

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