

# B1 League - Northern Happinets vs Hiroshima Dragonflies

DATE: Saturday, February 7, 2026  
LOCATION: Fukuyama, Hiroshima, JP

## Event Description

B1 League - Northern Happinets vs Hiroshima Dragonflies is a premier sports event in Fukuyama. 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:** 50/100

**Expected Attendance:** 1,046 people

**Event ID:** hh7BcS5bupkQzhA7RL

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 418 across all properties

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