

B1 League - Northern Happinets vs SeaHorses Mikawa

DATE: Saturday, October 11, 2025
LOCATION: Okazaki, Aichi, JP

Event Description

B1 League - Northern Happinets vs SeaHorses Mikawa is a premier sports event in Okazaki. 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: 57/100

Expected Attendance: 2,126 people

Event ID: AK5mpsdHk5Q6XcvqCg

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: 850 across all properties

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