

B1 League - Northern Happinets vs Utsunomiya Brex

DATE: Saturday, December 6, 2025
LOCATION: Utsunomiya, Tochigi, JP

Event Description

B1 League - Northern Happinets vs Utsunomiya Brex is a premier sports event in Utsunomiya. 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: 53/100

Expected Attendance: 1,338 people

Event ID: 8RZ2B78bJfYxG89caj

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 535 across all properties

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