

B1 League - Saga Ballooners vs Susanoo Magic

DATE: Wednesday, October 15, 2025
LOCATION: Izumo, Shimane, JP

Event Description

B1 League - Saga Ballooners vs Susanoo Magic is a premier sports event in Izumo. 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: 1,377 people

Event ID: 8PjyEtw2P6uwR8BLJv

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: 551 across all properties

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