

B1 League - Utsunomiya Brex vs Alvark Tokyo

DATE: Wednesday, November 12, 2025
LOCATION: Koto City, Tokyo, JP

Event Description

B1 League - Utsunomiya Brex vs Alvark Tokyo is a premier sports event in Koto City. 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: 59/100

Expected Attendance: 2,905 people

Event ID: FdjnnPGBUjdoVCNWMn

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,162 across all properties

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