

B1 League - Utsunomiya Brex vs Hiroshima Dragonflies

DATE: Sunday, November 9, 2025
LOCATION: Naka-ku, Hiroshima-ken, JP

Event Description

B1 League - Utsunomiya Brex vs Hiroshima Dragonflies is a premier sports event in Naka-ku. 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: 2,676 people

Event ID: J2s5mxBR9BjvCXHyj

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: 1,070 across all properties

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