

B1 League - Utsunomiya Brex vs Koshigaya Alphas

DATE: Saturday, December 27, 2025
LOCATION: Saitama, Saitama, JP

Event Description

B1 League - Utsunomiya Brex vs Koshigaya Alphas is a premier sports event in Saitama. 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: 66/100

Expected Attendance: 6,435 people

Event ID: CViitkoyXadRxpMbze

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,574 across all properties

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