

B1 League - Utsunomiya Brex vs SeaHorses Mikawa

DATE: Sunday, October 19, 2025
LOCATION: Aichi, JP

Event Description

B1 League - Utsunomiya Brex vs SeaHorses Mikawa is a premier sports event in Aichi. 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: 49/100

Expected Attendance: 893 people

Event ID: CMEvRZH67XC5UWakv

Hotel Demand Indicators

ADR Impact Index: 5.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 357 across all properties

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