

B1 League - Utsunomiya Brex vs Sendai 89ers

DATE: Sunday, January 4, 2026
LOCATION: Taihaku-ku, Miyagi-ken, JP

Event Description

B1 League - Utsunomiya Brex vs Sendai 89ers is a premier sports event in Taihaku-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: 2,896 people
Event ID: HCKVhY6SVrj2gFnRiu

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: 1,158 across all properties

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