

# B2 League - Aomori Watts vs Yokohama Excellence

DATE: Saturday, January 3, 2026  
LOCATION: Yokohama, Kanagawa, JP

## Event Description

B2 League - Aomori Watts vs Yokohama Excellence is a premier sports event in Yokohama. 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:** 45/100  
**Expected Attendance:** 562 people  
**Event ID:** 5KfWWAwkmaugXFS4kB

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 225 across all properties

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