

# B2 League - Fukuoka Rizing vs Ehime Orange Vikings

DATE: Friday, January 30, 2026  
LOCATION: Matsuyama, Ehime, JP

## Event Description

B2 League - Fukuoka Rizing vs Ehime Orange Vikings is a premier sports event in Matsuyama. 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:** 56/100

**Expected Attendance:** 1,988 people

**Event ID:** 69fpo4ZSnGoHCXiNtY

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 795 across all properties

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