

B3 League - Tokyo United vs Tokushima Gambarous

DATE: Saturday, January 17, 2026
LOCATION: Tokushima-shi, Tokushima-ken, JP

Event Description

B3 League - Tokyo United vs Tokushima Gambarous is a premier sports event in Tokushima-shi. 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: 51/100
Expected Attendance: 1,164 people
Event ID: F4NifZoWzsXihjguHi

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 466 across all properties

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