

Carl Stone and Akaihirume

DATE: Sunday, October 19, 2025
LOCATION: Shibuya-ku, T Ö·M-to, JP

Event Description

Carl Stone and Akaihirume is a premier concerts event in Shibuya-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: concerts

Importance Rank: 34/100

Expected Attendance: 155 people

Event ID: E3WrmiweWYdZ37ZDrb

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 62 across all properties

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