

Chikuma River Half Marathon

DATE: Saturday, November 22, 2025

LOCATION: Chikuma, Nagano, JP

Event Description

Chikuma River Half Marathon is a premier sports event in Chikuma. 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: 39/100

Expected Attendance: 267 people

Event ID: 6nMwS25AhgGJvRR3bt

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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