

Digital Marketing, Media and Advertising Conference & Exhibition

DATE: Wednesday, September 17, 2025
LOCATION: Minato-ku, T Ö 'M-to, JP

Event Description

Digital Marketing, Media and Advertising Conference & Exhibition is a premier expos event in Minato-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: expos
Importance Rank: 50/100
Expected Attendance: 1,000 people
Event ID: BwnPyrRRofRvohfdxn

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: 400 across all properties

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