

# Drink JAPAN

DATE: Tuesday, December 2, 2025  
LOCATION: Yokohama, Kanagawa, JP

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## Event Description

Drink JAPAN is a premier expos event in Yokohama. 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:** 73/100

**Expected Attendance:** 13,857 people

**Event ID:** CTPPJk9qAiqRK9nKs4

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,543 across all properties

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

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