

East Asia Super League - Group Stage - Fubon Braves vs Utsunomiya Brex

DATE: Wednesday, February 11, 2026
LOCATION: Utsunomiya, Tochigi, JP

Event Description

East Asia Super League - Group Stage - Fubon Braves vs Utsunomiya Brex is a premier sports event in Utsunomiya. 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: 59/100

Expected Attendance: 2,900 people

Event ID: 3FxygQi26Enaw7XGnH

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,160 across all properties

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