

# East Asia Super League - Group Stage - Hong Kong Eastern vs Utsunomiya Brex

DATE: Wednesday, January 21, 2026  
LOCATION: Utsunomiya, Tochigi, JP

## Event Description

East Asia Super League - Group Stage - Hong Kong Eastern 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:** 58/100

**Expected Attendance:** 2,396 people

**Event ID:** AxRgRGSeKxB7iPHAkz

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 958 across all properties

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