

EcoDesign

DATE: Tuesday, November 11, 2025

LOCATION: Shinjuku-ku, T Ö·M-to, JP

Event Description

EcoDesign is a premier conferences event in Shinjuku-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: conferences

Importance Rank: 42/100

Expected Attendance: 379 people

Event ID: 4WvU5mK7JA5xRJMd8P

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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

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