

# FOOD MESSE in NIIGATA 2025

DATE: Tuesday, November 11, 2025

LOCATION: Niigata, Niigata, JP

## Event Description

FOOD MESSE in NIIGATA 2025 is a premier expos event in Niigata. 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:** 72/100

**Expected Attendance:** 12,188 people

**Event ID:** D2Rf5BKoqcSncM3oMB

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x 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:** 4,875 across all properties

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