

Heartworms

DATE: Sunday, November 30, 2025
LOCATION: Kawasaki-ku, Kanagawa-ken, JP

Event Description

Heartworms is a premier concerts event in Kawasaki-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: concerts

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 5v5ZVt2d9kEbPdRW4u

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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