

IAGP International Congress

DATE: Tuesday, August 19, 2025
LOCATION: Shiroishi-ku, Hokkaido, Japan

Event Description

IAGP International Congress is a premier conferences event in Shiroishi-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: 44/100

Expected Attendance: 500 people

Event ID: BAHYA2fqCLu76N2LWb

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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