

J1 League - Albirex Niigata vs Shonan Bellmare

DATE: Saturday, November 8, 2025
LOCATION: Hiratsuka-shi, Kanagawa-ken, JP

Event Description

J1 League - Albirex Niigata vs Shonan Bellmare is a premier sports event in Hiratsuka-shi. 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: 71/100

Expected Attendance: 11,505 people

Event ID: 9mzqrC6N4Z3nCiCXuZ

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,602 across all properties

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