

J1 League - Kashiwa Reysol vs Kawasaki Frontale

DATE: Sunday, September 28, 2025
LOCATION: Nakahara-ku, Kanagawa-ken, JP

Event Description

J1 League - Kashiwa Reysol vs Kawasaki Frontale is a premier sports event in Nakahara-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: sports

Importance Rank: 77/100

Expected Attendance: 21,652 people

Event ID: GWqfXVJU4RHSiw4sKZ

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,661 across all properties

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