

J1 League - Shonan Bellmare vs Yokohama

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

Event Description

J1 League - Shonan Bellmare vs Yokohama is a premier sports event in Kanagawa-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: 72/100

Expected Attendance: 12,751 people

Event ID: 9b878otBhTaFGc4AK4

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: 5,100 across all properties

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