

J1 League - Tokyo Verdy vs Shonan Bellmare

DATE: Friday, October 3, 2025
LOCATION: Hiratsuka-shi, Kanagawa-ken, JP

Event Description

J1 League - Tokyo Verdy 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: 11,460 people
Event ID: 72eeDxCAPeLecUJdZV

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: 4,584 across all properties

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