

# J1 League - Yokohama vs Machida Zelvia

DATE: Friday, September 12, 2025

LOCATION: 横浜, Tama-ku, JP

## Event Description

J1 League - Yokohama vs Machida Zelvia is a premier sports event in 横浜. 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:** 67/100

**Expected Attendance:** 7,035 people

**Event ID:** AiYP4KH9muVRUwfR5K

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,814 across all properties

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