

J2 League - Imabari vs Júbilo Iwata

DATE: Saturday, September 13, 2025
LOCATION: Iwata-shi, Shizuoka-ken, JP

Event Description

J2 League - Imabari vs Júbilo Iwata is a premier sports event in Iwata-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: 70/100

Expected Attendance: 9,553 people

Event ID: 6YVVMaNPJWSEqFcRXC

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: 15km from venue

Estimated Room Nights: 3,821 across all properties

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