

J2 League - Iwaki vs Vegalta Sendai

DATE: Saturday, November 29, 2025

LOCATION: Izumi-ku, Miyagi-ken, JP

Event Description

J2 League - Iwaki vs Vegalta Sendai is a premier sports event in Izumi-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: 70/100

Expected Attendance: 10,372 people

Event ID: DxXY9CQvSkZinKMBQS

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: 4,149 across all properties

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