

J2 League - Omiya Ardija vs Júbilo Iwata

DATE: Saturday, September 27, 2025
LOCATION: Iwata-shi, Shizuoka-ken, JP

Event Description

J2 League - Omiya Ardija 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: 72/100

Expected Attendance: 12,315 people

Event ID: 39VYHhTjw8cSapwWaj

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: 4,926 across all properties

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