

# J2 League - Omiya Ardija vs Mito Hollyhock

DATE: Sunday, November 9, 2025

LOCATION: \ T9u:, Ibaraki-ken, JP

## Event Description

J2 League - Omiya Ardija vs Mito Hollyhock is a premier sports event in \ T9u:. 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:** 9,565 people

**Event ID:** BHQt8CVw5zsMXPx7Nb

## 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:** 3,826 across all properties

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