

J3 League - Gainare Tottori vs Tochigi

DATE: Sunday, November 23, 2025
LOCATION: Utsunomiya, Tochigi, JP

Event Description

J3 League - Gainare Tottori vs Tochigi is a premier sports event in Utsunomiya. 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: 10,123 people

Event ID: dB8QkiTXVPSmDZrRQF

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: 4,049 across all properties

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