

J3 League - Giravanz Kitakyushu vs Matsumoto Yamaga

DATE: Saturday, November 29, 2025
LOCATION: Matsumoto, Nagano, JP

Event Description

J3 League - Giravanz Kitakyushu vs Matsumoto Yamaga is a premier sports event in Matsumoto. 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: 9,712 people

Event ID: 73zrB57zPoKx8Rv4a7

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: 3,885 across all properties

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