

Japan IT Week OSAKA 2026

DATE: Tuesday, January 13, 2026

LOCATION: Osaka, Osaka, JP

Event Description

Japan IT Week OSAKA 2026 is a premier expos event in Osaka. 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: expos

Importance Rank: 73/100

Expected Attendance: 13,763 people

Event ID: 8humUUehL3t8Ksdvpe

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,505 across all properties

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