

# JETROj\*m\0Ç0£0ü0x0Æ0Ã0-0É

DATE: Wednesday, October 15, 2025  
LOCATION: Yokohama, Kanagawa, JP

## Event Description

JETROj\*m\0Ç0£0ü0x0Æ0Ã0-0É0æ0ß0Ã0-0ç0ó6 gæX1TJ0 0Ç0£0ü0x0Æ0Ã0-0gN uL0nŠ~L%ãlz0kc b&!! 0° world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 33/100

**Expected Attendance:** 148 people

**Event ID:** 93fHtaJMofKRKTFgNk

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 59 across all properties

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