

# Joetsu Myoko Express Trail

DATE: Saturday, November 1, 2025

LOCATION: Joetsu, Niigata, JP

## Event Description

Joetsu Myoko Express Trail is a premier sports event in Joetsu. 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:** 35/100

**Expected Attendance:** 182 people

**Event ID:** 3DWRrFbpCqy8cM9AqE

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 73 across all properties

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