

Johor Darul Ta'zim vs Sanfrecce Hiroshima

DATE: Tuesday, February 10, 2026
LOCATION: Hiroshima, Hiroshima, JP

Event Description

Johor Darul Ta'zim vs Sanfrecce Hiroshima is a premier sports event in Hiroshima. 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: 9,733 people

Event ID: 6a4Vz3VJ9QPsv5tS2N

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: 3,893 across all properties

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