

Joshu Ota Subaru Marathon

DATE: Saturday, October 25, 2025

LOCATION: Y*U0^, ●α™-w, JP

Event Description

Joshu Ota Subaru Marathon is a premier sports event in Y*U0^. 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: 38/100

Expected Attendance: 252 people

Event ID: 5Z3HLUMkfRKCdfPcUu

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 101 across all properties

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