

Kashiwa Reysol vs Fagiano Okayama

DATE: Sunday, August 17, 2025
LOCATION: Kita-ku, Okayama-ken, JP

Event Description

Kashiwa Reysol vs Fagiano Okayama is a premier sports event in Kita-ku. 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: 74/100

Expected Attendance: 15,421 people

Event ID: AYtQczy65ULj9fHdZR

Hotel Demand Indicators

ADR Impact Index: 7.8x 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: 6,168 across all properties

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