

League One Division 1 - Brave Lupus Tokyo vs Mie Honda Heat

DATE: Friday, February 6, 2026
LOCATION: Utsunomiya, Tochigi, JP

Event Description

League One Division 1 - Brave Lupus Tokyo vs Mie Honda Heat is a premier sports event in Utsunomiya. 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: 9,934 people

Event ID: 9KjH7NKxf7xruLxCW5

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: 3,974 across all properties

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