

# League One Division 1 - Toyota Verblitz vs Kubota Spears

DATE: Friday, January 16, 2026

LOCATION: I\_b8]ÝS:, T Ö·'M-to, JP

## Event Description

League One Division 1 - Toyota Verblitz vs Kubota Spears is a premier sports event in I\_b8]ÝS:. 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:** 9,868 people

**Event ID:** Eo4dwuEeQK7VW8jCnB

## 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:** 3,947 across all properties

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