

# League One Division 3 - Yakult Levins vs Secom Rugguts

DATE: Friday, January 9, 2026  
LOCATION: Utsunomiya, Tochigi, JP

## Event Description

League One Division 3 - Yakult Levins vs Secom Rugguts 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:** HfTrxxcP7J2By8hExK

## 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.*