

Masaaki Endoh at Billboard Live Tokyo

DATE: Tuesday, January 6, 2026
LOCATION: n/S., T Ö-'M-to, JP

Event Description

Masaaki Endoh at Billboard Live Tokyo is a premier concerts event in n/S:. 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: concerts

Importance Rank: 40/100

Expected Attendance: 318 people

Event ID: 6zpyLtNZRPnqkjwEJi

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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