

MCCS Okinawa FPR Japanese Culture: Japanese Cooking Class - Obon

DATE: Wednesday, September 3, 2025

LOCATION: S Œ7u:, I~ w , JP

Event Description

MCCS Okinawa FPR Japanese Culture: Japanese Cooking Class - Obon is a premier festivals event in S Œ7u:. 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: festivals

Importance Rank: 31/100

Expected Attendance: 116 people

Event ID: 5n44pXVXhZ4YU5KtZu

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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