

Miyagi Sendai Housing-Reformfair

DATE: Friday, January 16, 2026

LOCATION: Sendai, Miyagi, JP

Event Description

Miyagi Sendai Housing-Reformfair is a premier expos event in Sendai. 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: expos

Importance Rank: 69/100

Expected Attendance: 8,867 people

Event ID: E4yBv8HG65egtfVTom

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,547 across all properties

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