

Momma

DATE: Sunday, January 18, 2026

LOCATION: n Œ7S:, gqN-•ý, JP

Event Description

Momma is a premier concerts event in n Œ7S:. 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: 50/100

Expected Attendance: 10,000 people

Event ID: 4yLLr7pvo4gSMnepKR

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 4,000 across all properties

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