

# MONTAGE 34th - Lifestyle Design Products Show

DATE: Tuesday, September 2, 2025  
LOCATION: Koto City, Tokyo, JP

## Event Description

MONTAGE 34th - Lifestyle Design Products Show is a premier expos event in Koto City. 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:** 71/100

**Expected Attendance:** 10,731 people

**Event ID:** AjUrhTTBVwMekFDtoh

## 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:** 25km from venue

**Estimated Room Nights:** 4,292 across all properties

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