

MONTAGE 35th - Lifestyle Design Products Show

DATE: Tuesday, February 3, 2026
LOCATION: Ota City, Tokyo, JP

Event Description

MONTAGE 35th - Lifestyle Design Products Show is a premier expos event in Ota 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: 67/100

Expected Attendance: 7,423 people

Event ID: BTuZwWHnicSGVQNPV

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,969 across all properties

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