

Nadeshiko League 1 - Viamaterras Miyazaki vs Ehime

DATE: Saturday, September 6, 2025
LOCATION: Matsuyama, Ehime, JP

Event Description

Nadeshiko League 1 - Viamaterras Miyazaki vs Ehime is a premier sports event in Matsuyama. 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: sports

Importance Rank: 70/100

Expected Attendance: 9,778 people

Event ID: F326utDE6Hi9BR5uV7

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: 15km from venue

Estimated Room Nights: 3,911 across all properties

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