

# Namekawa Firefly Squid Marathon

DATE: Saturday, October 11, 2025  
LOCATION: Namerikawa, Toyama, JP

## Event Description

Namekawa Firefly Squid Marathon is a premier sports event in Namerikawa. 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:** 36/100

**Expected Attendance:** 211 people

**Event ID:** 4HR72vSavkxk5v9ka6

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 84 across all properties

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