

Okayama Family Matsuri – Japanese Festival with Soulful Music!

DATE: Friday, August 22, 2025
LOCATION: Okayama, Okayama, JP

Event Description

Okayama Family Matsuri – Japanese Festival with Soulful Music! is a premier festivals event in Okayama. 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: festivals

Importance Rank: 33/100

Expected Attendance: 137 people

Event ID: BBVRoxxMzSvrOrF6pW

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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