

Open Innovation EXPO 2025

DATE: Wednesday, October 22, 2025

LOCATION: j*m^, y^YHJÝw, JP

Event Description

Open Innovation EXPO 2025 is a premier expos event in j*m^. 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: 73/100

Expected Attendance: 13,670 people

Event ID: 3TnQutRxLAqCcX2AT6

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,468 across all properties

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