

Otawara Marathon

DATE: Saturday, November 22, 2025

LOCATION: Otawara, Tochigi, JP

Event Description

Otawara Marathon is a premier sports event in Otawara. 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: 38/100

Expected Attendance: 262 people

Event ID: 39Jjbufo4AwhwuHomd

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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