

Run Festival Kitakami

DATE: Saturday, October 11, 2025

LOCATION: Kitakami, Iwate, JP

Event Description

Run Festival Kitakami is a premier sports event in Kitakami. 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: 34/100

Expected Attendance: 157 people

Event ID: FPgdF4dgPiVS6ega95

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 63 across all properties

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

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<https://becircadian.com/events/run-festival-kitakami>

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