

Rusutsu Emergency & Medical Conference

DATE: Sunday, January 4, 2026
LOCATION: Rusutsu-mura, Hokkaido, Japan

Event Description

Rusutsu Emergency & Medical Conference is a premier conferences event in Rusutsu-mura. 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: conferences

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: 7poszG82en8ySJgzW3

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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