

# Sakudaira Half Marathon

DATE: Saturday, October 18, 2025

LOCATION: Saku, Nagano, JP

## Event Description

Sakudaira Half Marathon is a premier sports event in Saku. 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:** 242 people

**Event ID:** DJXbEJ5kqK8qWcpD5n

## 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:** 97 across all properties

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