

# Severe Delays - Matsuyama Airport (MYJ)

DATE: Saturday, August 30, 2025  
LOCATION: Matsuyama, Ehime, JP

## Event Description

Severe Delays - Matsuyama Airport (MYJ) is a premier airport-delays event in Matsuyama. 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:** airport-delays

**Importance Rank:** 90/100

**Expected Attendance:** 10,000 people

**Event ID:** MnLACBdeNLc8nwEGUc

## Hotel Demand Indicators

**ADR Impact Index:** 9.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 180 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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