

Shinjuku City Half Marathon

DATE: Saturday, January 24, 2026
LOCATION: Shinjuku City, Tokyo, JP

Event Description

Shinjuku City Half Marathon is a premier sports event in Shinjuku City. 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: 45/100

Expected Attendance: 566 people

Event ID: J2NTSjppwwVgVp3fjr

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 226 across all properties

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