

Sponsored by PILLAR Co., Ltd. Mita International Masters Marathon

DATE: Saturday, December 20, 2025
LOCATION: Sanda, Hyogo, JP

Event Description

Sponsored by PILLAR Co., Ltd. Mita International Masters Marathon is a premier sports event in Sanda. 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: 43/100

Expected Attendance: 456 people

Event ID: CwbUrohHJ44bVFSaeL

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 182 across all properties

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