

# ST Alphe Japan

DATE: Wednesday, December 10, 2025

LOCATION: Shinjuku-ku, T Ö-M-to, JP

## Event Description

ST Alphe Japan is a premier conferences event in Shinjuku-ku. 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:** 43/100

**Expected Attendance:** 458 people

**Event ID:** AXMvBEnf4GwyC29P96

## 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:** 183 across all properties

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

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Document generated on 6/4/2026, 2:32:49 AM