

SV.League - Suntory Sunbirds vs Hiroshima Thunders

DATE: Saturday, January 10, 2026
LOCATION: Naka-ku, Hiroshima-ken, JP

Event Description

SV.League - Suntory Sunbirds vs Hiroshima Thunders is a premier sports event in Naka-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: sports

Importance Rank: 64/100

Expected Attendance: 4,770 people

Event ID: J5CaqzukUWCcdkmTMw

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,908 across all properties

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