

SV.League - Suntory Sunbirds vs Stings Aichi

DATE: Saturday, February 7, 2026
LOCATION: Okazaki, Aichi, JP

Event Description

SV.League - Suntory Sunbirds vs Stings Aichi is a premier sports event in Okazaki. 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: 63/100
Expected Attendance: 4,673 people
Event ID: 8qNUo8RBnifEaMFvGZ

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: 1,869 across all properties

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