

The 23rd International Auto Aftermarket EXPO 2026

DATE: Wednesday, February 11, 2026
LOCATION: Koto City, Tokyo, JP

Event Description

The 23rd International Auto Aftermarket EXPO 2026 is a premier expos event in Koto 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: expos

Importance Rank: 75/100

Expected Attendance: 17,453 people

Event ID: 39mWxKvAaLJ5g7cQBt

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,981 across all properties

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