

# TIMM 2025 - Tokyo International Music Market

DATE: Monday, November 3, 2025  
LOCATION: Shibuya, Tokyo, JP

## Event Description

TIMM 2025 - Tokyo International Music Market is a premier expos event in Shibuya. 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:** 60/100

**Expected Attendance:** 3,058 people

**Event ID:** 9wistEb2Ghs4J5p8sr

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,223 across all properties

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