

# Tohoku Cup - Final - Sendai 89ers vs Northern Happinets

DATE: Monday, September 15, 2025  
LOCATION: Morioka, Iwate, JP

## Event Description

Tohoku Cup - Final - Sendai 89ers vs Northern Happinets is a premier sports event in Morioka. 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:** 61/100

**Expected Attendance:** 3,393 people

**Event ID:** FdP8zdVtguJ3EfmRQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,357 across all properties

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