

Tohoku Cup - Semi-finals - Northern Happinets vs Iwate Big Bulls

DATE: Sunday, September 14, 2025
LOCATION: Morioka, Iwate, JP

Event Description

Tohoku Cup - Semi-finals - Northern Happinets vs Iwate Big Bulls 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: 3,430 people

Event ID: 5deG2JjXXZBpF8Sh5H

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: 1,372 across all properties

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