

Tokyo Challenge Marathon

DATE: Saturday, January 24, 2026

LOCATION: Adachi City, Tokyo, JP

Event Description

Tokyo Challenge Marathon is a premier sports event in Adachi 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: sports

Importance Rank: 45/100

Expected Attendance: 590 people

Event ID: HnLSSFZRumFwjgubm

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 236 across all properties

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