

Tokyo Hitech New Year Half Marathon

DATE: Saturday, January 10, 2026
LOCATION: Suginami City, Tokyo, JP

Event Description

Tokyo Hitech New Year Half Marathon is a premier sports event in Suginami 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: 47/100

Expected Attendance: 699 people

Event ID: 4M3udrLZ4oSVsdUjLR

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 280 across all properties

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