

WJBL Future - Mitsubishi Koalas vs Niigata Rabbits

DATE: Friday, November 21, 2025
LOCATION: Itoigawa, Niigata, JP

Event Description

WJBL Future - Mitsubishi Koalas vs Niigata Rabbits is a premier sports event in Itoigawa. 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: 562 people

Event ID: 36AhFD6KyRdWD3b8PF

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: 225 across all properties

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