

# WJBL Premier - Denso Iris vs Sunflowers

DATE: Saturday, November 8, 2025

LOCATION: Kawagoe, Saitama, JP

## Event Description

WJBL Premier - Denso Iris vs Sunflowers is a premier sports event in Kawagoe. 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:** 50/100

**Expected Attendance:** 966 people

**Event ID:** DhnfMPf5UufpbETz85

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 386 across all properties

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