

# WJBL Premier - Tokyo Vickies vs Fujitsu Red Wave

DATE: Sunday, January 25, 2026  
LOCATION: Hiratsuka, Kanagawa, JP

## Event Description

WJBL Premier - Tokyo Vickies vs Fujitsu Red Wave is a premier sports event in Hiratsuka. 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:** 48/100

**Expected Attendance:** 800 people

**Event ID:** EPjasKGrAPbxeFdnd

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 320 across all properties

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