

1. Liga - East - Nový Jiřetín vs Zlín

DATE: Thursday, January 15, 2026

LOCATION: Zlín, Zlínský kraj, CZ

Event Description

1. Liga - East - Nový Jiřetín vs Zlín is a premier sports event in Zlín. 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: 40/100

Expected Attendance: 300 people

Event ID: 84ZwMy9N8a8DEBd6Zt

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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