

# 1. ŽLS (W) - Mega vs Ras

DATE: Friday, January 30, 2026

LOCATION: B BC @C C :Cä2C,,FC Â %0

## Event Description

1. ŽLS (W) - Mega vs Ras is a premier sports event in B BC @C B 0Cā>C\$8Dd0. This event attracts visitors 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:** 3KzAgQBuBQF5AaiJMU

## 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.*

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<https://becircadian.com/events/1-ls-w-mega-vs-ras>

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