

# 1. SKL - Šen xW" g2 !Æ F÷ og Laško

DATE: Saturday, January 31, 2026

LOCATION: Laško, Laško, SI

## Event Description

1. SKL - Šen xW vs Zlatorog Laško is a premier sports event in Laško. 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:** 55/100

**Expected Attendance:** 1,698 people

**Event ID:** A8bdo6zVxeJg8EJ6Ls

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 679 across all properties

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