

# 1. SKL - Helios Suns vs Šentjur

DATE: Friday, January 23, 2026  
LOCATION: Šentjur, Šentjur, SI

## Event Description

1. SKL - Helios Suns vs Šentjur is a premier sports event in Šentjur. 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:** 43/100

**Expected Attendance:** 450 people

**Event ID:** FQGgF23WS5i5JAdTAA

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 180 across all properties

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