

1. SKL - Helios Suns vs Ilirija

DATE: Wednesday, January 7, 2026

LOCATION: Ljubljana, Ljubljana, SI

Event Description

1. SKL - Helios Suns vs Ilirija is a premier sports event in Ljubljana. 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: 58/100

Expected Attendance: 2,516 people

Event ID: FKR329T92eDZtxSQXk

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,006 across all properties

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