

# 1. SKL - Ilirija vs Šen xW

DATE: Wednesday, January 21, 2026

LOCATION: Šen xW, Kranj, SI

## Event Description

1. SKL - Ilirija vs Šen xW is a premier sports event in Šen xW. 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:** 48/100

**Expected Attendance:** 800 people

**Event ID:** FRd9sTrHT7dr9wvjkh

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 320 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/1-skl-ilirija-vs-enur>

Document generated on 6/4/2026, 5:44:51 AM