

1. SKL - Ilirija vs Zlatorog Laško

DATE: Saturday, January 17, 2026

LOCATION: Laško, Laško, SI

Event Description

1. SKL - Ilirija 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: 1,866 people

Event ID: 6aL4T5G55tdU55A85y

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: 746 across all properties

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