

# 1. SKL - Rogaška vs Ilirija

DATE: Wednesday, February 4, 2026

LOCATION: Ljubljana, Ljubljana, SI

## Event Description

1. SKL - Rogaška 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:** 55/100

**Expected Attendance:** 1,835 people

**Event ID:** 9rrki7Aj98Pmt4hzA9

## 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:** 734 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-rogaka-vs-ilirija>

Document generated on 6/4/2026, 4:52:34 AM