

1. SKL - Rogaška vs Krka

DATE: Wednesday, January 21, 2026
LOCATION: Novo mesto, Novo mesto, SI

Event Description

1. SKL - Rogaška vs Krka is a premier sports event in Novo mesto. 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: 57/100

Expected Attendance: 2,210 people

Event ID: 3mHt5JL5BJN4tg5kWu

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 884 across all properties

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