

# 1. SKL (W) - Maribor vs Celje

DATE: Sunday, January 25, 2026

LOCATION: Celje, Celje, SI

## Event Description

1. SKL (W) - Maribor vs Celje is a premier sports event in Celje. 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:** 52/100

**Expected Attendance:** 1,250 people

**Event ID:** ALbhao6YfVJMGatE3W

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 500 across all properties

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