

1. SKL - Zlatorog Laško vs Hopsi Polzela

DATE: Saturday, January 10, 2026

LOCATION: Polzela, Žalec, SI

Event Description

1. SKL - Zlatorog Laško vs Hopsi Polzela is a premier sports event in Polzela. 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: 54/100

Expected Attendance: 1,574 people

Event ID: 9g7qXi66pEW46cs32k

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 630 across all properties

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