

1st Division - Lushnja vs Apolonia Fier

DATE: Friday, January 23, 2026
LOCATION: Fier, Fier County, AL

Event Description

1st Division - Lushnja vs Apolonia Fier is a premier sports event in Fier. 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: 59/100

Expected Attendance: 2,972 people

Event ID: 6AbZB5acMfjmfLg9R

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,189 across all properties

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