

# 2. Lig - K m ĩ1z Ò ¶ ‡ & Ö æ Ö & \_ 7F-¶Æ Ç7 vs Yeni Mersin •

DATE: Tuesday, January 27, 2026  
LOCATION: Mersin, TR

## Event Description

2. Lig - K m ĩ1z - Kahramanmara Ÿ 7F-¶Æ Ç7 vs Yeni Mersin • is a premier sports event in the region. 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:** 67/100

**Expected Attendance:** 7,337 people

**Event ID:** GRLfYSPWUyGKRfGPM

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,935 across all properties

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