

2. Lig - K Ñ1z Ò 6öÖ 7 ÷" g2 Ö din 1969

DATE: Saturday, January 24, 2026

LOCATION: K j1ltepe, TR

Event Description

2. Lig - K m j1 - Somaspor vs Mardin 1969 is a premier sports event in K j1ltepe. 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: 60/100

Expected Attendance: 3,000 people

Event ID: FvhYR7f6TtHwQbLUA4

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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