

# 2. Liga - Alligators vs Upper Austrian Ballers

DATE: Tuesday, January 6, 2026  
LOCATION: Gmunden, Oberösterreich, AT

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## Event Description

2. Liga - Alligators vs Upper Austrian Ballers is a premier sports event in Gmunden. 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:** 1,263 people  
**Event ID:** FgXkVmhTRAvKtBgYUL

## 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:** 505 across all properties

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

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