

2. Liga - Group A - Ústí nad Labem II vs Sokol Žižkov

DATE: Saturday, January 17, 2026
LOCATION: Praha 2, Hlavní m. Praha, CZ

Event Description

2. Liga - Group A - Ústí nad Labem II vs Sokol Žižkov is a premier sports event in Praha 2. 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: 51/100

Expected Attendance: 1,078 people

Event ID: 3fuWq2ZiX4VtAaWPaa

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 431 across all properties

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