

## 2. MLS - Kolubara vs Novi Pazar

DATE: Sunday, October 5, 2025

LOCATION: Novi Pazar, RS

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### Event Description

2. MLS - Kolubara vs Novi Pazar is a premier sports event in Novi Pazar. 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:** 1,082 people

**Event ID:** 3Mg9Tka4STXyJb5obX

### 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:** 433 across all properties

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