

2. MLS - Kolubara vs Pirot

DATE: Friday, February 6, 2026

LOCATION: Pirot, RS

Event Description

2. MLS - Kolubara vs Pirot is a premier sports event in Pirot. 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: 48/100

Expected Attendance: 835 people

Event ID: GkYFiJc7x37MfiezEY

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 334 across all properties

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