

## 2. MLS - Kolubara vs Zdravlje Leskovac

DATE: Friday, January 23, 2026

LOCATION: Leskovac, RS

### Event Description

2. MLS - Kolubara vs Zdravlje Leskovac is a premier sports event in Leskovac. 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:** 49/100

**Expected Attendance:** 880 people

**Event ID:** yVtjfCtjy7VSsuJDFf

### Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 352 across all properties

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