

## 2. MLS - Mladost SP vs Kolubara

DATE: Wednesday, October 29, 2025  
LOCATION: Lazarevac, City of Belgrade, RS

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### Event Description

2. MLS - Mladost SP vs Kolubara is a premier sports event in Lazarevac. 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:** 50/100

**Expected Attendance:** 992 people

**Event ID:** AEchSuyzU3bznS9rjB

### 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:** 397 across all properties

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