

## 2. MLS - Mladost SP vs University of Niš

DATE: Friday, February 6, 2026

LOCATION: Niš, RS

### Event Description

2. MLS - Mladost SP vs University of Niš is a premier sports event in Niš. 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:** 57/100

**Expected Attendance:** 2,333 people

**Event ID:** 9SPifrfGMTFGvEJqks

### Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 933 across all properties

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