

## 2. MLS - Novi Pazar vs IBC

DATE: Friday, January 30, 2026

LOCATION: Belgrade, RS

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### Event Description

2. MLS - Novi Pazar vs IBC is a premier sports event in Belgrade. 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:** 61/100

**Expected Attendance:** 3,748 people

**Event ID:** 6zm8a64qB2S72PWDNR

### Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,499 across all properties

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