

2. MLS - Novi Pazar vs Kolubara

DATE: Friday, January 16, 2026
LOCATION: Lazarevac, City of Belgrade, RS

Event Description

2. MLS - Novi Pazar 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: 51/100

Expected Attendance: 1,081 people

Event ID: 8GTp32Yig3SEok3PYC

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: 432 across all properties

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