

## 2. MLS - University of Niš vs Kolubara

DATE: Friday, January 30, 2026  
LOCATION: Lazarevac, City of Belgrade, RS

### Event Description

2. MLS - University of Niš 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:** 52/100

**Expected Attendance:** 1,267 people

**Event ID:** 37as7tCjU2peSwDcZA

### Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 507 across all properties

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