

## 2. SKL - Celje vs Nova Gorica

DATE: Friday, January 9, 2026  
LOCATION: Nova Gorica, Nova Gorica, SI

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### Event Description

2. SKL - Celje vs Nova Gorica is a premier sports event in Nova Gorica. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** ANaRdT3pPHWzoE994o

### Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 225 across all properties

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