

## 2. SKL - Celje vs Slovan

DATE: Saturday, October 25, 2025  
LOCATION: Ljubljana, Ljubljana, SI

---

### Event Description

2. SKL - Celje vs Slovan is a premier sports event in Ljubljana. 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:** 56/100

**Expected Attendance:** 2,033 people

**Event ID:** 4NQR5w2HgcD7s4vWWMj

### 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:** 813 across all properties

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

---