

## 2. SKL - Ljubljana vs Hidria

DATE: Friday, January 9, 2026

LOCATION: Idrija, Idrija, SI

### Event Description

2. SKL - Ljubljana vs Hidria is a premier sports event in Idrija. 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:** 48/100

**Expected Attendance:** 800 people

**Event ID:** 5v7emKd7DLzJmQ2hmx

### Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 320 across all properties

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