

2nd Division - Group A - Adriatiku vs Shiroka

DATE: Saturday, February 7, 2026
LOCATION: Shkodër, Shkodër County, AL

Event Description

2nd Division - Group A - Adriatiku vs Shiroka is a premier sports event in Shkodër. 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: 49/100

Expected Attendance: 895 people

Event ID: 9jTQGqhdTfHeYBRCph

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 358 across all properties

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