

# 3. liga - Športovní " 7 ta Kolín vs Arsenal 6¾ x

DATE: Saturday, October 4, 2025  
LOCATION: Nový Bor, Liberecký kraj, CZ

## Event Description

3. liga - Športovní B - Sparta Kolín vs Arsenal 6¾ Lípa is a premier sports event in Nový Bor. 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:** 54/100

**Expected Attendance:** 1,514 people

**Event ID:** EiznmkL8SMoRW6cCbA

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 606 across all properties

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