

# Adriatic League - Group A - Igokea vs Krka

DATE: Saturday, February 7, 2026  
LOCATION: Novo mesto, Novo mesto, SI

## Event Description

Adriatic League - Group A - Igokea vs Krka is a premier sports event in Novo mesto. 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:** 1,562 people

**Event ID:** 97tBLZfzG8oVVNQS3m

## 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:** 625 across all properties

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