

Baltic Championship - Punks Vilnius vs HS Riga

DATE: Thursday, January 15, 2026
LOCATION: Rīgas Arena

Event Description

Baltic Championship - Punks Vilnius vs HS Riga is a premier sports event in Rīga. 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: 42/100

Expected Attendance: 400 people

Event ID: Fw5ADrBdoKhAq8hBfB

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 160 across all properties

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