

BC Zalgiris Kaunas vs Baskonia Vitoria-Gasteiz

DATE: Friday, January 30, 2026
LOCATION: Vitoria-Gasteiz, Euskadi, ES

Event Description

BC Zalgiris Kaunas vs Baskonia Vitoria-Gasteiz is a premier sports event in Vitoria-Gasteiz. 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: 70/100

Expected Attendance: 10,071 people

Event ID: GFUp9cjTV4iPaRYyY

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,028 across all properties

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