

# BK Mlada Boleslav vs HC Kometa Brno

DATE: Sunday, January 11, 2026

LOCATION: Brno, CZ

## Event Description

BK Mlada Boleslav vs HC Kometa Brno is a premier sports event in Brno. 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:** 66/100

**Expected Attendance:** 6,614 people

**Event ID:** 63v4ET7JL4XnhFZAXQ

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,646 across all properties

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