

Challenge Cup - Group Stage - Zebre vs Black Lion

DATE: Saturday, January 17, 2026
LOCATION: T'bilisi, Tbilisi, GE

Event Description

Challenge Cup - Group Stage - Zebre vs Black Lion is a premier sports event in T'bilisi. 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: 71/100

Expected Attendance: 11,612 people

Event ID: 4B8bpFeoin8bKGMoQf

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: 4,645 across all properties

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