

# Cup - 1st Round - Saldus vs RSU

DATE: Monday, October 6, 2025

LOCATION: Rīva Ārve

## Event Description

Cup - 1st Round - Saldus vs RSU is a premier sports event in Rīva Ārve. 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:** 48/100

**Expected Attendance:** 750 people

**Event ID:** 9KjgQ7e5G59mYevzrL

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 300 across all properties

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