

Cup - 1st Round - Sigulda vs Valk

DATE: Friday, September 19, 2025
LOCATION: Valka, Valkas novads, LV

Event Description

Cup - 1st Round - Sigulda vs Valk is a premier sports event in Valka. 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: 45/100

Expected Attendance: 562 people

Event ID: CBcfwdfzSmCm3rZhQ5

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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