

Cup - Group Stage - Šiauliai vs Juventus

DATE: Wednesday, October 22, 2025
LOCATION: Utena, Utenos apskritis, LT

Event Description

Cup - Group Stage - Šiauliai vs Juventus is a premier sports event in Utena. 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: 55/100

Expected Attendance: 1,706 people

Event ID: 9t8zrW65pxcCv5kwfB

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 682 across all properties

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