

# Cup - Group Stage - Juventus vs Šiauliai

DATE: Wednesday, December 10, 2025

LOCATION: Šiauliai, Šiaulių 26-itis, LT

## Event Description

Cup - Group Stage - Juventus vs Šiauliai is a premier sports event in Šiauliai. 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:** 57/100

**Expected Attendance:** 2,258 people

**Event ID:** 9dr3hzTJxPbXAH5JsK

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 903 across all properties

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