

Estonian-Latvian Basketball League - Kalev vs Tartu Ülikool

DATE: Saturday, January 10, 2026
LOCATION: Tartu, Tartu maakond, EE

Event Description

Estonian-Latvian Basketball League - Kalev vs Tartu Ülikool is a premier sports event in Tartu. 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: 58/100

Expected Attendance: 2,528 people

Event ID: An77SdxrHsQrFcdM6A

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,011 across all properties

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