

Estonian-Latvian Basketball League - TalTech vs Pärnu

DATE: Saturday, January 24, 2026
LOCATION: Pärnu, Pärnu maakond, EE

Event Description

Estonian-Latvian Basketball League - TalTech vs Pärnu is a premier sports event in Pärnu. 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: 54/100

Expected Attendance: 1,605 people

Event ID: Arvv9d9qrFbj7Pfdbk

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 642 across all properties

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