

EuroBasket - Group Stage - Estonia vs Serbia

DATE: Wednesday, August 27, 2025
LOCATION: Rīga, Latvia

Event Description

EuroBasket - Group Stage - Estonia vs Serbia is a premier sports event in Rīga. 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: 66/100

Expected Attendance: 6,474 people

Event ID: 8QYc5WX3jAnKMB4zSU

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,590 across all properties

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