

EuroBasket - Group Stage - Serbia vs Latvia

DATE: Saturday, August 30, 2025
LOCATION: Rīgas Arena

Event Description

EuroBasket - Group Stage - Serbia vs Latvia 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: 6,168 people

Event ID: 68kNH5GEHrFsvY7qtV

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,467 across all properties

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