

European North Basketball League - Newcastle Eagles vs R 1v 2 iQ< AE•

DATE: Wednesday, January 21, 2026
LOCATION: R 1v 2 iQ< AE•

Event Description

European North Basketball League - Newcastle Eagles vs R 1v 2 iQ< AE• is a premier sports event in R 1v 2 iQ< AE•. 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: 45/100

Expected Attendance: 562 people

Event ID: H3688A4UGAJoxRi8LC

Hotel Demand Indicators

ADR Impact Index: 5.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 225 across all properties

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