

FIBA Europe Cup - Start Lublin vs UCAM Murcia

DATE: Wednesday, November 19, 2025
LOCATION: Murcia, Región de Murcia, ES

Event Description

FIBA Europe Cup - Start Lublin vs UCAM Murcia is a premier sports event in Murcia. 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: 64/100

Expected Attendance: 4,779 people

Event ID: 3k78j4svhrECBxKxMN

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,912 across all properties

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