

# First League - Çair vs Kožuv

DATE: Saturday, February 7, 2026  
LOCATION: Gevgelija, Municipality of Gevgelija, MK

## Event Description

First League - Çair vs Kožuv is a premier sports event in Gevgelija. 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:** 49/100

**Expected Attendance:** 924 people

**Event ID:** BWqk9VryEET7Gjzixe

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 370 across all properties

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