

KK Crvena zvezda Belgrade vs BC Zalgiris Kaunas

DATE: Friday, January 9, 2026
LOCATION: Kaunas, Kauno apskritis, LT

Event Description

KK Crvena zvezda Belgrade vs BC Zalgiris Kaunas is a premier sports event in Kaunas. 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: 73/100

Expected Attendance: 14,650 people

Event ID: 564vkoBLEi676Vua5x

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,860 across all properties

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