

LKL - Juventus vs Vilnius Rytas

DATE: Saturday, January 24, 2026
LOCATION: Vilnius, Vilniaus apskritis, LT

Event Description

LKL - Juventus vs Vilnius Rytas is a premier sports event in Vilnius. 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: 59/100

Expected Attendance: 2,816 people

Event ID: EpC4DqKMzNFM9ZwYys

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,126 across all properties

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