

# LSBL - J · & Æ g2 udentese

DATE: Saturday, January 17, 2026

LOCATION: Tallinn, EE

## Event Description

LSBL - J · mala vs Audentese is a premier sports event in Tallinn. 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:** 50/100

**Expected Attendance:** 1,030 people

**Event ID:** 7xAv5BhrcPM84rYN6t

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 412 across all properties

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

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<https://becircadian.com/events/lsbl-jrmala-vs-audentese>

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