

Maxa Liga - Frýdek Místek vs Dukla Jihlava

DATE: Saturday, January 31, 2026

LOCATION: Olomouc, CZ

Event Description

Maxa Liga - Frýdek Místek vs Dukla Jihlava is a premier sports event in Olomouc. 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: 62/100

Expected Attendance: 3,971 people

Event ID: 9ujyD7CqSKrJmgezEN

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,588 across all properties

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