

# Maxa Liga - Zlín vs Kolín

DATE: Wednesday, January 28, 2026

LOCATION: Kolín, CZ

## Event Description

Maxa Liga - Zlín vs Kolín is a premier sports event in Kolín. 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:** 60/100

**Expected Attendance:** 3,327 people

**Event ID:** 7w8M8fGUpeZehcKkRf

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,331 across all properties

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

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<https://becircadian.com/events/maxa-liga-zln-vs-koln>

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