

MLP Academics Heidelberg vs Ulm Basketball

DATE: Saturday, January 24, 2026
LOCATION: Neu-Ulm, Bayern, DE

Event Description

MLP Academics Heidelberg vs Ulm Basketball is a premier sports event in Neu-Ulm. 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: 65/100

Expected Attendance: 5,415 people

Event ID: FUJjZTqYTc4vrgDyCb

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,166 across all properties

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