

Nacion Ā ģ Basketbola L ģq - Sigulda vs J 6ģ' -Ķ0

DATE: Friday, January 23, 2026
LOCATION: J 6ģ' -Ķ0, LV

Event Description

Nacion Ā ģ Basketbola L ģq - Sigulda vs J 6ģ' -Ķ0 is a premier sports event in J 6ģ' -Ķ0. 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: 54/100

Expected Attendance: 1,671 people

Event ID: DiRN73FtjymKUx4HGh

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 668 across all properties

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