

# NB I - MTK vs Kisvárda

DATE: Friday, January 23, 2026

LOCATION: Kisvárda, HU

## Event Description

NB I - MTK vs Kisvárda is a premier sports event in Kisvárda. 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:** 55/100

**Expected Attendance:** 1,828 people

**Event ID:** CvWyMEag4av8Waq3wM

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 731 across all properties

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