

NB I - Puskás vs Újpest

DATE: Friday, January 30, 2026

LOCATION: Budapest, HU

Event Description

NB I - Puskás vs Újpest is a premier sports event in Budapest. 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: 3,880 people

Event ID: CchAmmNq5RDzMdtPnR

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: 1,552 across all properties

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

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