

# NB I (W) - Szekszárd vs NKA Universitas Pécs

DATE: Sunday, January 18, 2026  
LOCATION: Pécs, HU

## Event Description

NB I (W) - Szekszárd vs NKA Universitas Pécs is a premier sports event in Pécs. 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:** 58/100

**Expected Attendance:** 2,373 people

**Event ID:** 7pop9uurDp9ueNUoQw

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 949 across all properties

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