

# NKL - Žalgiris II vs Šilutė

DATE: Saturday, January 17, 2026  
LOCATION: Šilutė r. — dos apskritis, LT

## Event Description

NKL - Žalgiris II vs Šilutė is a premier sports event in Šilutė. 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:** 46/100

**Expected Attendance:** 650 people

**Event ID:** iiZjH3RxwM2Unonsmu

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 260 across all properties

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