

NKL - Olimpas Plungė vs Vytis

DATE: Thursday, January 15, 2026
LOCATION: Šakiai, Marijampolė 6-itis, LT

Event Description

NKL - Olimpas Plungė vs Vytis is a premier sports event in Šakiai. 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: 48/100

Expected Attendance: 800 people

Event ID: 7MSDsGzWHpoN8VJM8K

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 320 across all properties

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