

NKL - Omega-Taurus vs S ¶GW`a

DATE: Thursday, January 8, 2026
LOCATION: Marijampol rÂ Ö ijampol w2 6· itis, LT

Event Description

NKL - Omega-Taurus vs S ¶GW`a is a premier sports event in Marijampol rÀ 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: 36/100

Expected Attendance: 200 people

Event ID: 7627nfqZGxtxfZb7n

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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