

NKL - Ukmergė vs Šilutė 2026

DATE: Thursday, January 8, 2026
LOCATION: Šilutė r. — dos apskritis, LT

Event Description

NKL - Ukmergė 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: EvvXjh2GbWwKZEHhJ6

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.