

NKL - Ukmergė vs Omega-Tauras

DATE: Saturday, January 24, 2026
LOCATION: Garliava, Kauno apskritis, LT

Event Description

NKL - Ukmergė vs Omega-Tauras is a premier sports event in Garliava. 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: 52/100

Expected Attendance: 1,300 people

Event ID: Ff4NxTCAn9SvhaHYro

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 520 across all properties

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