

NKL - Vilkaviskio Perlas vs S ųGW`a

DATE: Thursday, January 15, 2026
LOCATION: Marijampol rÅ Ö ijampol w2 6· itis, LT

Event Description

NKL - Vilkaviskio Perlas vs S ųGW`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: 48yeSVfZwsB7yh8fGA

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.