

# Premijer Liga - Cedevita Junior vs Kvarner

DATE: Tuesday, January 20, 2026  
LOCATION: Rijeka, Primorsko-goranska županija, HR

## Event Description

Premijer Liga - Cedevita Junior vs Kvarner is a premier sports event in Rijeka. 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:** 54/100

**Expected Attendance:** 1,554 people

**Event ID:** GzKVjryZPcXVX32tDK

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 622 across all properties

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