

Sparta Prague vs Riga FC

DATE: Wednesday, August 27, 2025

LOCATION: Rīga, Latvia

Event Description

Sparta Prague vs Riga FC is a premier sports event in Rīga. 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: 65/100

Expected Attendance: 5,633 people

Event ID: A6YqCUJGbhUP7g3CLS

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,253 across all properties

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

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