

# TB2L - Group A - High Touch HT vs $\text{AE}\text{\AA}\text{EW}''$ $\text{\ae}\text{V}\text{\ddot{t}}\text{\&}'$ Q\_ak

DATE: Sunday, November 9, 2025  
LOCATION: U ö  $\text{\AA}$  TR

## Event Description

TB2L - Group A - High Touch HT vs  $\text{AE}\text{\AA}\text{EW}''$   $\text{\ae}\text{V}\text{\ddot{t}}$  i U ö ° is a premier sports event in the region. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** 3pHpDjW9YDDp6EtdUd

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 225 across all properties

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