

TBL - CO Basket vs Çay & ova

DATE: Thursday, January 8, 2026

LOCATION: Çay & ova/Kocaeli, TR

Event Description

TBL - CO Basket vs Çay & ova is a premier sports event in Çay & ova/Kocaeli. 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: FWFyn4pBwS9JvGs942

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.

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/tbl-co-basket-vs-ayrova>

Document generated on 6/3/2026, 11:31:07 PM