

# Turk Telekom vs KK Buducnost Voli

DATE: Friday, January 2, 2026  
LOCATION: Podgorica, Glavni grad Podgorica, ME

## Event Description

Turk Telekom vs KK Buducnost Voli is a premier sports event in Podgorica. 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:** 57/100

**Expected Attendance:** 2,310 people

**Event ID:** 4jtEKybKgJr4TprSjM

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 924 across all properties

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