

Umraniyespor vs Hatayspor Antakya

DATE: Saturday, January 24, 2026

LOCATION: Mersin, TR

Event Description

Umraniyespor vs Hatayspor Antakya 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: 69/100

Expected Attendance: 8,488 people

Event ID: 3UGrAGhuC2x3F3QLoa

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,395 across all properties

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