

Virtus Bologna vs BC Zalgiris Kaunas

DATE: Tuesday, October 28, 2025
LOCATION: Kaunas, Kauno apskritis, LT

Event Description

Virtus Bologna vs BC Zalgiris Kaunas is a premier sports event in Kaunas. 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: 73/100

Expected Attendance: 14,512 people

Event ID: 3VYX5qU3nhUmRTYBze

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,805 across all properties

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