

# Youth Soccer - Denver New Year's Day Kick It 3v3 Cup Soccer Tournament

DATE: Thursday, January 1, 2026  
LOCATION: Denver, Colorado, US

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## Event Description

Youth Soccer - Denver New Year's Day Kick It 3v3 Cup Soccer Tournament is a premier sports event in Denver. 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:** 22/100

**Expected Attendance:** 42 people

**Event ID:** 8zqY8Xc6i2aYQejUAc

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 17 across all properties

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