

B4GC,,;C,,ICR AT AR =C 6C,,2Câ

DATE: Sunday, September 14, 2025
LOCATION: Sofia, Sofia City Province, BG

Event Description

B4GC,,;C,,ICP A A CÔ0 Cd8C\$> C Mall of Sofia is a premier conferences event in Sofia. This event attracts world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: conferences

Importance Rank: 29/100

Expected Attendance: 93 people

Event ID: DEH4PLRkLYKTtKbJ74

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 37 across all properties

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