

A1 Ethniki (W) - Panserraikos vs PAOK

DATE: Saturday, January 3, 2026

LOCATION: Thessaloniki, GR

Event Description

A1 Ethniki (W) - Panserraikos vs PAOK is a premier sports event in Thessaloniki. 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: 63/100

Expected Attendance: 4,475 people

Event ID: C8t5mrhQ3UNommV2nE

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,790 across all properties

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