

Adriatic League (W) - Rilski Sportist vs Montana

DATE: Tuesday, January 20, 2026
LOCATION: Montana, Montana, BG

Event Description

Adriatic League (W) - Rilski Sportist vs Montana is a premier sports event in Montana. 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: 46/100

Expected Attendance: 600 people

Event ID: 4wAPknNqY6UniUXRH

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 240 across all properties

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