

Basketball Champions League - Qualification Round Tournaments - Semi-finals - UCAM Murcia vs Juventus

DATE: Monday, September 22, 2025
LOCATION: Samokov, Sofiyska oblast, BG

Event Description

Basketball Champions League - Qualification Round Tournaments - Semi-finals - UCAM Murcia vs Juventus is a premier sports event in Samokov. 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: 52/100

Expected Attendance: 1,322 people

Event ID: 6YcCpdSq5iKh9JZ2x6

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 529 across all properties

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