

Business Opportunity Meeting 2025: SOFIA

DATE: Saturday, October 4, 2025

LOCATION: B >DD8DòÀ C ;C AD" !CäDC,,O, BG

Event Description

Business Opportunity Meeting 2025: SOFIA is a premier conferences event in B >DD8DòÀ 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: conferences

Importance Rank: 34/100

Expected Attendance: 150 people

Event ID: 32MWaTefNgEPhCnWiH

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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