

# Club Friendlies - Club Friendlies 3 - Botev Plovdiv vs Beroe Stara Zagora

DATE: Friday, September 5, 2025  
LOCATION: Stara Zagora, Stara Zagora, BG

## Event Description

Club Friendlies - Club Friendlies 3 - Botev Plovdiv vs Beroe Stara Zagora is a premier sports event in Stara Zagora. 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:** 61/100

**Expected Attendance:** 3,421 people

**Event ID:** EYA2Tb24PTZ3dhQhJh

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,368 across all properties

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