

Cyber Christmas '25 - A&C 5D Cä;CT

DATE: Tuesday, December 2, 2025
LOCATION: Sofia, Sofia City Province, BG

Event Description

Cyber Christmas '25 - A&C 5D A&C'5CD0D\$0 CÔ0 Cä1D"=CäAD\$BC is a premier conferences event in 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: 44/100

Expected Attendance: 521 people

Event ID: CwNLKhZfsoqMNRWgVe

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 208 across all properties

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