

# Euroleague - Anadolu Efes vs Hapoel Tel Aviv

DATE: Tuesday, January 20, 2026  
LOCATION: Sofia, Sofia City Province, BG

## Event Description

Euroleague - Anadolu Efes vs Hapoel Tel Aviv is a premier sports event in Sofia. 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:** 68/100

**Expected Attendance:** 8,372 people

**Event ID:** 7KfMuYjLF6fCCkok8L

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,349 across all properties

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