

Euroleague - Bayern München vs Hapoel Tel Aviv

DATE: Thursday, January 29, 2026
LOCATION: Sofia, Sofia City Province, BG

Event Description

Euroleague - Bayern München 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: FgBh9cxF6HVZnZYpEN

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.