

FC Barcelona vs BC Olympiakos Piraeus

DATE: Thursday, January 29, 2026
LOCATION: Piraeas, GR

Event Description

FC Barcelona vs BC Olympiakos Piraeus is a premier sports event in Piraeas. 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: 71/100

Expected Attendance: 10,802 people

Event ID: 3FSBD7mwXktzw2TB9b

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,321 across all properties

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