

FIBA Europe Cup - Löwen Braunschweig vs PAOK

DATE: Wednesday, November 19, 2025
LOCATION: Thessaloniki, GR

Event Description

FIBA Europe Cup - Löwen Braunschweig vs PAOK is a premier sports event in Thessaloniki. 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: 64/100

Expected Attendance: 4,860 people

Event ID: 7cRZMNM2bF5vVo6XnH

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,944 across all properties

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