

FK Spartak 1918 Varna vs FC Lokomotiv 1929 Sofia

DATE: Friday, August 22, 2025
LOCATION: Sofia, Sofia City Province, BG

Event Description

FK Spartak 1918 Varna vs FC Lokomotiv 1929 Sofia 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: 73/100
Expected Attendance: 13,866 people
Event ID: FbPDUS7AKSrtq3qURH

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,546 across all properties

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