

# HNK Rijeka vs PAOK Thessaloniki

DATE: Thursday, August 28, 2025

LOCATION: Thessaloniki, GR

## Event Description

HNK Rijeka vs PAOK Thessaloniki 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:** 78/100

**Expected Attendance:** 24,223 people

**Event ID:** 74pL6QbyCWt5wMaBmB

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 9,689 across all properties

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