

IRF Europe & Central Asia Regional Congress

DATE: Tuesday, October 14, 2025
LOCATION: Sofia, Sofia-city, BG

Event Description

IRF Europe & Central Asia Regional Congress is a premier conferences 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: conferences

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: D8DLNu4eWgJtgN7fLW

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 120 across all properties

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