

ISTA Annual Conference

DATE: Thursday, October 16, 2025

LOCATION: Sofia, Sofia-city, BG

Event Description

ISTA Annual Conference 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: 43/100

Expected Attendance: 429 people

Event ID: 8PGXZdxCw5Q8h9GsKB

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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