

Mild Orange and Heavy Chest

DATE: Wednesday, November 19, 2025
LOCATION: Sofia, Sofia City Province, BG

Event Description

Mild Orange and Heavy Chest is a premier concerts 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: concerts

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 9GQ6KhtryR5ynDXQRE

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/mild-orange-and-heavy-chest>

Document generated on 6/4/2026, 1:10:32 AM