

NBL - Balkan vs Chernomorec

DATE: Monday, January 26, 2026

LOCATION: Varna, Varna, BG

Event Description

NBL - Balkan vs Chernomorec is a premier sports event in Varna. 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: 58/100

Expected Attendance: 2,534 people

Event ID: 8HXvDVRgoiKozotRBU

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,014 across all properties

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