

NBL - Balkan vs Rilski Sportist

DATE: Saturday, January 3, 2026
LOCATION: Samokov, Sofiyska oblast, BG

Event Description

NBL - Balkan vs Rilski Sportist is a premier sports event in Samokov. 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: 54/100

Expected Attendance: 1,668 people

Event ID: FZqE2MUrKF3xKCu53o

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 667 across all properties

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