

# NBL - Balkan vs Shumen

DATE: Saturday, February 7, 2026

LOCATION: Shumen, Shumen, BG

## Event Description

NBL - Balkan vs Shumen is a premier sports event in Shumen. 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:** 2,429 people

**Event ID:** FPBT4AJhiFWiMFhAaQ

## 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:** 972 across all properties

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

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<https://becircadian.com/events/nbl-balkan-vs-shumen>

Document generated on 6/4/2026, 12:27:33 AM