

# NBL - Beroe Stara Zagora vs Shumen

DATE: Tuesday, December 23, 2025

LOCATION: Shumen, Shumen, BG

## Event Description

NBL - Beroe Stara Zagora 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:** 57/100

**Expected Attendance:** 2,239 people

**Event ID:** 9TQqqm5U4qX5MRUYCX

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 896 across all properties

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