

NBL - Botev 2012 vs Shumen

DATE: Sunday, October 26, 2025
LOCATION: Shumen, Shumen, BG

Event Description

NBL - Botev 2012 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: 2,278 people

Event ID: 7ciK5X2oaCo5eE9ZHQ

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: 911 across all properties

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

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Document generated on 6/3/2026, 10:29:31 PM