

NBL - Chernomorets vs Beroe Stara Zagora

DATE: Saturday, February 7, 2026
LOCATION: Stara Zagora, Stara Zagora, BG

Event Description

NBL - Chernomorets vs Beroe Stara Zagora is a premier sports event in Stara Zagora. 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: 52/100

Expected Attendance: 1,228 people

Event ID: HYex4doM4Na4gjPAFa

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 491 across all properties

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