

# NBL - Rilski Sportist vs Chernomorec

DATE: Monday, December 29, 2025

LOCATION: Varna, Varna, BG

## Event Description

NBL - Rilski Sportist vs Chernomorec is a premier sports event in Varna. 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:** 2,534 people

**Event ID:** 4k7bEHx5VUsX9oj9qh

## 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:** 1,014 across all properties

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