

NBL - Rilski Sportist vs Shumen

DATE: Saturday, January 10, 2026

LOCATION: Shumen, Shumen, BG

Event Description

NBL - Rilski Sportist 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: DgRH8kp9snQZSwkTb6

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.