

NBL - Shumen vs Balkan

DATE: Saturday, November 22, 2025
LOCATION: Botevgrad, Sofiyska oblast, BG

Event Description

NBL - Shumen vs Balkan is a premier sports event in Botevgrad. 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: 2,644 people

Event ID: 3t8Ud5kcYZS5Azv7QH

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: 1,058 across all properties

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

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