

Panathinaikos Athens vs FC Shakhtar Donetsk

DATE: Thursday, August 14, 2025
LOCATION: Kraków, Województwo ma & ÷ öÇ6¶-P, PL

Event Description

Panathinaikos Athens vs FC Shakhtar Donetsk is a premier sports event in Kraków. 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: 73/100

Expected Attendance: 13,387 people

Event ID: 7xNxnCegroozaHwxVA

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,355 across all properties

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