

PFK Beroe Stara Zagora vs PFC Slavia Sofia

DATE: Sunday, September 21, 2025
LOCATION: Sofia, Sofia City Province, BG

Event Description

PFK Beroe Stara Zagora vs PFC Slavia Sofia is a premier sports event in Sofia. 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: 14,092 people

Event ID: 46e6YPVbZzSsQx7qBQ

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: 5,637 across all properties

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