

# QA: Challenge Accepted

DATE: Saturday, September 27, 2025

LOCATION: Sofia, Sofia-city, BG

## Event Description

QA: Challenge Accepted is a premier conferences 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:** conferences

**Importance Rank:** 43/100

**Expected Attendance:** 451 people

**Event ID:** ChcnkHL3gdb6FciVWa

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 180 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/qa-challenge-accepted>

Document generated on 6/3/2026, 9:06:00 PM