

Samsunspor vs Panathinaikos Athens

DATE: Thursday, August 21, 2025

LOCATION: Marousi, GR

Event Description

Samsunspor vs Panathinaikos Athens is a premier sports event in Marousi. 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: 78/100

Expected Attendance: 24,000 people

Event ID: 6CekhKbhwVtoELNTfE

Hotel Demand Indicators

ADR Impact Index: 8.1x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 9,600 across all properties

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