

Shamrock Rovers vs AEK Athens

DATE: Thursday, November 6, 2025

LOCATION: Athens, GR

Event Description

Shamrock Rovers vs AEK Athens is a premier sports event in Athens. 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: 76/100

Expected Attendance: 20,210 people

Event ID: F5Bg7wrXDwtW9e6vU6

Hotel Demand Indicators

ADR Impact Index: 8.0x 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: 8,084 across all properties

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