

SIHRE 2026 - International exhibition for hotel, restaurant, and catering equipment

DATE: Monday, January 26, 2026
LOCATION: Sofia, Sofia-city, BG

Event Description

SIHRE 2026 - International exhibition for hotel, restaurant, and catering equipment is a premier expos 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: expos

Importance Rank: 66/100

Expected Attendance: 6,100 people

Event ID: DN3wSf44cQYFoPyabz

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,440 across all properties

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