

SMC Joint Sofia Medical Conference

August 2025

DATE: Friday, August 22, 2025
LOCATION: Sofia, Sofia City Province, BG

Event Description

SMC Joint Sofia Medical Conference August 2025 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: 39/100

Expected Attendance: 298 people

Event ID: FceguF36SAk8647M5o

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 119 across all properties

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