

Spain vs Bulgaria

DATE: Thursday, September 4, 2025
LOCATION: Sofia, Sofia City Province, BG

Event Description

Spain vs Bulgaria is a premier sports 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: sports

Importance Rank: 74/100

Expected Attendance: 16,082 people

Event ID: EC9cwvrJ4qCMwWG3qu

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,433 across all properties

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