

Super League 1 - OFI vs PAOK

DATE: Friday, January 16, 2026

LOCATION: Thessaloniki, GR

Event Description

Super League 1 - OFI vs PAOK is a premier sports event in Thessaloniki. 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: 19,392 people

Event ID: FcfCcfcgV4sqyvicFM

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: 7,757 across all properties

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