

Super League 1 - PAOK vs Aris

DATE: Friday, February 6, 2026

LOCATION: Thessaloniki, GR

Event Description

Super League 1 - PAOK vs Aris 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: 70/100

Expected Attendance: 10,230 people

Event ID: 52jB2bSi65wjGqMq6c

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,092 across all properties

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