

# Superliga (W) - CSKA Sofia vs DKS Varna

DATE: Friday, October 24, 2025

LOCATION: Varna, Varna, BG

## Event Description

Superliga (W) - CSKA Sofia vs DKS Varna is a premier sports event in Varna. 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:** 55/100

**Expected Attendance:** 1,864 people

**Event ID:** V7vLhoEqmErreejYC2

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 746 across all properties

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