

# The Speakeasies Swing Band and The Lonely Barber

DATE: Friday, October 24, 2025  
LOCATION: Sofia, Sofia City Province, BG

## Event Description

The Speakeasies Swing Band and The Lonely Barber is a premier concerts 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:** concerts

**Importance Rank:** 45/100

**Expected Attendance:** 547 people

**Event ID:** E000VxsAbfD2JEMR6x

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 219 across all properties

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