

# Third League - Northeast - Ustrem Donchevo vs Volov Shumen 2007

DATE: Saturday, October 11, 2025  
LOCATION: Šumen (Shumen), BG

## Event Description

Third League - Northeast - Ustrem Donchevo vs Volov Shumen 2007 is a premier sports event in Šumen (Shumen). 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:** 64/100

**Expected Attendance:** 4,740 people

**Event ID:** Hj7KUyFrMxoKfB2eZK

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,896 across all properties

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