

Third League - Northwest - Juventus Malchika vs Etar VT II

DATE: Saturday, August 23, 2025
LOCATION: Veliko Tarnovo, Veliko Tarnovo, BG

Event Description

Third League - Northwest - Juventus Malchika vs Etar VT II is a premier sports event in Veliko Tarnovo. 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: 62/100

Expected Attendance: 3,908 people

Event ID: FEhFc8v5tH28QS6DSE

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,563 across all properties

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