

# Third League - Southeast - Asenovets vs Zagorets

DATE: Saturday, August 16, 2025  
LOCATION: Nova Zagora, Sliven Province, BG

## Event Description

Third League - Southeast - Asenovets vs Zagorets is a premier sports event in Nova Zagora. 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:** 58/100

**Expected Attendance:** 2,417 people

**Event ID:** 5p4KojNqmK4b2jYfyY

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 967 across all properties

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