

Third League - Southeast - Sozopol vs Rozova dolina

DATE: Saturday, September 13, 2025
LOCATION: Kazanlak, Stara Zagora, BG

Event Description

Third League - Southeast - Sozopol vs Rozova dolina is a premier sports event in Kazanlak. 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: 5,277 people

Event ID: H8pguBgugUhYvnHVG5

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: 2,111 across all properties

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