

# Third League - Southwest - Pirin Razlog vs Botev Ihtiman

DATE: Saturday, October 11, 2025  
LOCATION: Ihtiman, Sofiyska oblast, BG

## Event Description

Third League - Southwest - Pirin Razlog vs Botev Ihtiman is a premier sports event in Ihtiman. 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:** 54/100

**Expected Attendance:** 1,511 people

**Event ID:** 3EmTULyY4xW3zkWTVH

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 604 across all properties

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