

UEFA Europa League - League Stage - Brann vs PAOK

DATE: Thursday, November 27, 2025
LOCATION: Thessaloniki, GR

Event Description

UEFA Europa League - League Stage - Brann vs PAOK is a premier sports event in Thessaloniki. 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: 76/100

Expected Attendance: 20,819 people

Event ID: BTbzF5zznJA7Ge9NuD

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,328 across all properties

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