

# UEFA World Cup Qualifiers - Group Stage - Georgia vs Bulgaria

DATE: Tuesday, November 18, 2025  
LOCATION: Sofia, Sofia-city, BG

## Event Description

UEFA World Cup Qualifiers - Group Stage - Georgia vs Bulgaria is a premier sports event in Sofia. 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:** 70/100

**Expected Attendance:** 10,031 people

**Event ID:** ZK5FFcRdwk6dBKYCGr

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,012 across all properties

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