

# Wine & Spirits Show 2025

DATE: Tuesday, November 11, 2025

LOCATION: Sofia, Sofia-city, BG

## Event Description

Wine & Spirits Show 2025 is a premier expos 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:** expos

**Importance Rank:** 71/100

**Expected Attendance:** 11,860 people

**Event ID:** C8UF3YLZ9hmyvA7Vo7

## 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:** 4,744 across all properties

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

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<https://becircadian.com/events/wine-spirits-show-2025>

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