

# Alpine Skiing - Men's Downhill

DATE: Saturday, February 7, 2026

LOCATION: Bormio, Lombardy, IT

## Event Description

Alpine Skiing - Men's Downhill is a premier sports event in Bormio. 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:** 67/100

**Expected Attendance:** 7,000 people

**Event ID:** 6GPF4dpaC2iqo2nmZD

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,800 across all properties

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