

# AS Roma vs Sassuolo Calcio

DATE: Sunday, October 26, 2025  
LOCATION: Reggio Emilia, Emilia-Romagna, IT

---

## Event Description

AS Roma vs Sassuolo Calcio is a premier sports event in Reggio Emilia. 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:** 19,674 people

**Event ID:** 5qx9jJAoMXRuyM5QNk

## 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:** 7,870 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/as-roma-vs-sassuolo-calcio>

Document generated on 6/4/2026, 1:54:36 AM