

Atalanta BC vs Pisa SC

DATE: Friday, January 16, 2026

LOCATION: Pisa, Toscana, IT

Event Description

Atalanta BC vs Pisa SC is a premier sports event in Pisa. 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: 68/100

Expected Attendance: 7,679 people

Event ID: 6jNi7ojhzvwJW2eKt7

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,072 across all properties

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