

# Athletic Bilbao vs Atalanta BC

DATE: Wednesday, January 21, 2026

LOCATION: Bergamo, Lombardia, IT

## Event Description

Athletic Bilbao vs Atalanta BC is a premier sports event in Bergamo. 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:** 19,514 people

**Event ID:** Hotxu7yosTfECQ3Px7

## 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:** 7,806 across all properties

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