

Biathlon - Mixed Relay 4x6km (Women's/Men's)

DATE: Sunday, February 8, 2026
LOCATION: Anterselva di Sopra, Trentino-Alto Adige, IT

Event Description

Biathlon - Mixed Relay 4x6km (Women's/Men's) is a premier sports event in Anterselva di Sopra. 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: 19,000 people
Event ID: ztnq3LGsr75wL9j8pa

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: 7,600 across all properties

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