

Cagliari Calcio vs Genoa CFC

DATE: Monday, January 12, 2026

LOCATION: Genova, Liguria, IT

Event Description

Cagliari Calcio vs Genoa CFC is a premier sports event in Genova. 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: 77/100

Expected Attendance: 22,271 people

Event ID: CbUr4G8XskVY8JWRJe

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: 8,908 across all properties

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