

# Campionato Primavera 1 - Atalanta U20 vs Roma U20

DATE: Sunday, August 24, 2025  
LOCATION: Roma, Città Metropolitana di Roma, IT

## Event Description

Campionato Primavera 1 - Atalanta U20 vs Roma U20 is a premier sports event in Roma. 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:** 61/100

**Expected Attendance:** 3,386 people

**Event ID:** 6WoESnYwEasKwd7SxK

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,354 across all properties

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