

# Campionato Primavera 1 - Milan U20 vs Lecce U20

DATE: Sunday, August 17, 2025  
LOCATION: San Pietro in Lama, IT

## Event Description

Campionato Primavera 1 - Milan U20 vs Lecce U20 is a premier sports event in San Pietro in Lama. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** CdNKz2B6AUfeXq6BFz

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 400 across all properties

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