

Campionato Primavera 1 - Milan U20 vs Torino U20

DATE: Saturday, January 10, 2026
LOCATION: Orbassano, Piemonte, IT

Event Description

Campionato Primavera 1 - Milan U20 vs Torino U20 is a premier sports event in Orbassano. 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: 52/100

Expected Attendance: 1,200 people

Event ID: CmZC4sWLxfCPnFF4eV

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 480 across all properties

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