

Campionato Primavera 1 - Roma U20 vs Lecce U20

DATE: Saturday, January 31, 2026
LOCATION: San Pietro in Lama, IT

Event Description

Campionato Primavera 1 - Roma 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: FFKvEZYdJ3kR5HuMom

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.