

Campionato Primavera 1 - Sassuolo U20 vs Internazionale U20

DATE: Saturday, January 10, 2026
LOCATION: Milano, Lombardia, IT

Event Description

Campionato Primavera 1 - Sassuolo U20 vs Internazionale U20 is a premier sports event in Milano. 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: 55/100

Expected Attendance: 1,761 people

Event ID: 8PZKKGJAq8gjaSvfQKG

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 704 across all properties

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