

Coppa Italia - 1st Round - Frosinone vs Monza

DATE: Sunday, August 17, 2025
LOCATION: Monza, Lombardia, IT

Event Description

Coppa Italia - 1st Round - Frosinone vs Monza is a premier sports event in Monza. 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: 59/100

Expected Attendance: 2,797 people

Event ID: H6vGAaRVnhZeXVbdmC

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,119 across all properties

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