

Coppa Italia - 1st Round - Südtirol vs Como

DATE: Saturday, August 16, 2025

LOCATION: Como, Lombardia, IT

Event Description

Coppa Italia - 1st Round - Südtirol vs Como is a premier sports event in Como. 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: 70/100

Expected Attendance: 9,985 people

Event ID: LgRUkrTzUYkMfHg8mV

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,994 across all properties

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