

Coppa Italia Serie C - 1st Round - Atalanta II vs Giana Erminio

DATE: Saturday, August 16, 2025
LOCATION: Gorgonzola, Lombardia, IT

Event Description

Coppa Italia Serie C - 1st Round - Atalanta II vs Giana Erminio is a premier sports event in Gorgonzola. 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: 51/100

Expected Attendance: 1,153 people

Event ID: DfSZk5t2hxrA3gJxKW

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: 461 across all properties

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