

# Coppa Italia Serie C - 1st Round - Novara vs Juventus II

DATE: Sunday, August 17, 2025  
LOCATION: Turin, IT

## Event Description

Coppa Italia Serie C - 1st Round - Novara vs Juventus II is a premier sports event in Turin. 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:** 77/100

**Expected Attendance:** 21,736 people

**Event ID:** BEa9e8TiNWyNPwJDMb

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 8,694 across all properties

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