

# Coppa Italia Serie C - 1st Round - Vis Pesaro vs Sambenedettese

DATE: Saturday, August 16, 2025  
LOCATION: San Benedetto del Tronto, Marche, IT

## Event Description

Coppa Italia Serie C - 1st Round - Vis Pesaro vs Sambenedettese is a premier sports event in San Benedetto del Tronto. 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:** 65/100

**Expected Attendance:** 5,740 people

**Event ID:** 7tH33hL8T8jM44GqwU

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,296 across all properties

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