

# Coppa Italia Serie D - 1st Round - Celle Varazze vs Sestri Levante

DATE: Sunday, August 31, 2025  
LOCATION: Sestri Levante, Liguria, IT

## Event Description

Coppa Italia Serie D - 1st Round - Celle Varazze vs Sestri Levante is a premier sports event in Sestri Levante. 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:** 47/100

**Expected Attendance:** 698 people

**Event ID:** DSrx8FLmGHdhPzsv3P

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 279 across all properties

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