

# Coppa Italia Serie D - Preliminary Round - Cairese vs Sestri Levante

DATE: Saturday, August 23, 2025  
LOCATION: Sestri Levante, Liguria, IT

## Event Description

Coppa Italia Serie D - Preliminary Round - Cairese 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:** 48/100

**Expected Attendance:** 795 people

**Event ID:** C9mifJdXDEHzPznxYH

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 318 across all properties

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