

Figure skating - Ice Dance Free Dance

DATE: Wednesday, February 11, 2026

LOCATION: Assago, Lombardia, IT

Event Description

Figure skating - Ice Dance Free Dance is a premier sports event in Assago. 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: 74/100

Expected Attendance: 15,800 people

Event ID: H2h8xwCbCRMK4k9DDg

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,320 across all properties

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