

# Figure skating -Team Event Men Short Program + Ice Dance Free Dance

DATE: Saturday, February 7, 2026  
LOCATION: Assago, Lombardia, IT

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## Event Description

Figure skating -Team Event Men Short Program + 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:** D2UhGC6dgiRBiR8GWY

## 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.*

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