

# Genoa CFC vs Como 1907

DATE: Monday, September 15, 2025

LOCATION: Como, Lombardia, IT

## Event Description

Genoa CFC vs Como 1907 is a premier sports event in Como. 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:** 71/100

**Expected Attendance:** 11,858 people

**Event ID:** 6zvuWZNtn7UqddzFXg

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,743 across all properties

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