

Juventus Turin vs AS Monaco

DATE: Wednesday, January 28, 2026

LOCATION: Monaco, MC

Event Description

Juventus Turin vs AS Monaco is a premier sports event in Monaco. 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: 75/100

Expected Attendance: 17,077 people

Event ID: 3RmG6NAUhUAPncBQP3

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 6,831 across all properties

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