

Lega Basket Serie A - Basket Cremona vs Olimpia Milano

DATE: Monday, December 29, 2025
LOCATION: Assago, Lombardia, IT

Event Description

Lega Basket Serie A - Basket Cremona vs Olimpia Milano 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: 68/100

Expected Attendance: 7,513 people

Event ID: 8d6hCU8Nk4aP6uTn5h

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,005 across all properties

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