

Lega Basket Serie A - Dinamo Sassari vs Reggiana

DATE: Sunday, January 11, 2026
LOCATION: Reggio Emilia, Emilia-Romagna, IT

Event Description

Lega Basket Serie A - Dinamo Sassari vs Reggiana is a premier sports event in Reggio Emilia. 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: 63/100

Expected Attendance: 4,227 people

Event ID: HDaJYzm6ExLnQ425D

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,691 across all properties

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