

Lega Basket Serie A - Varese vs Basket Cremona

DATE: Monday, December 8, 2025
LOCATION: Cremona, Lombardia, IT

Event Description

Lega Basket Serie A - Varese vs Basket Cremona is a premier sports event in Cremona. 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: 57/100

Expected Attendance: 2,161 people

Event ID: GVHw2rf7t7FdszZ8Ks

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 864 across all properties

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