

Lega Basket Serie A - Virtus Bologna vs Olimpia Milano

DATE: Sunday, December 14, 2025
LOCATION: Assago, Lombardia, IT

Event Description

Lega Basket Serie A - Virtus Bologna 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: 65/100
Expected Attendance: 5,922 people
Event ID: 3byrFZ7GfAVie7ta9W

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,369 across all properties

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