Maxi Yacht Rolex Cup

DATE: Saturday, September 6, 2025
LOCATION: Porto Cervo, Sardegna, IT

Event Description

Maxi Yacht Rolex Cup is a premier sports event in Porto Cervo. 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: 60/100
Expected Attendance: 3,000 people
Event ID: D3acLemd3GFBb9H35W

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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