

Parma Calcio vs Atalanta BC

DATE: Sunday, January 25, 2026
LOCATION: Bergamo, Lombardia, IT

Event Description

Parma Calcio vs Atalanta BC is a premier sports event in Bergamo. 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: 75/100

Expected Attendance: 18,267 people

Event ID: Dstrh7B4a6tQxauxoy

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,307 across all properties

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