

Real Madrid vs Olimpia Milano

DATE: Tuesday, December 16, 2025

LOCATION: Assago, Lombardia, IT

Event Description

Real Madrid 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: 70/100

Expected Attendance: 9,484 people

Event ID: 6FSBJFkDNwMofYy4a3

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,794 across all properties

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