

Sampdoria Genoa vs AC Monza

DATE: Saturday, September 20, 2025

LOCATION: Monza, Lombardia, IT

Event Description

Sampdoria Genoa vs AC Monza is a premier sports event in Monza. 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: 68/100

Expected Attendance: 7,688 people

Event ID: A3Qq82jBFXRH8nEzwY

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,075 across all properties

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