

# Serie A - Como vs Pisa

DATE: Tuesday, January 6, 2026

LOCATION: Pisa, Toscana, IT

## Event Description

Serie A - Como vs Pisa is a premier sports event in Pisa. 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:** 71/100

**Expected Attendance:** 11,152 people

**Event ID:** EDtm4xhYmScG4etBDE

## 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:** 25km from venue

**Estimated Room Nights:** 4,461 across all properties

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

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<https://becircadian.com/events/serie-a-como-vs-pisa>

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