

# Serie A - Como vs Torino

DATE: Monday, November 24, 2025

LOCATION: Torino, Piemonte, IT

## Event Description

Serie A - Como vs Torino is a premier sports event in Torino. 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:** 76/100

**Expected Attendance:** 18,963 people

**Event ID:** CTFxPd8xHLjrKq5k5m

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,585 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-torino>

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