

Serie A - Juventus vs Sassuolo

DATE: Tuesday, January 6, 2026
LOCATION: Reggio Emilia, Emilia-Romagna, IT

Event Description

Serie A - Juventus vs Sassuolo is a premier sports event in Reggio Emilia. 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: 17,259 people

Event ID: BtFipfm56hWfK4Q3Bv

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: 6,904 across all properties

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

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