

# Serie A - Roma vs Atalanta

DATE: Saturday, January 3, 2026  
LOCATION: Bergamo, Lombardia, IT

## Event Description

Serie A - Roma vs Atalanta is a premier sports event in Bergamo. 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:** 74/100

**Expected Attendance:** 16,081 people

**Event ID:** 4bZM9c3qX5JKsdfiGQ

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x 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:** 6,432 across all properties

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