

Serie A - Torino vs Hellas Verona

DATE: Sunday, January 4, 2026

LOCATION: Verona, Veneto, IT

Event Description

Serie A - Torino vs Hellas Verona is a premier sports event in Verona. 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: 78/100

Expected Attendance: 23,826 people

Event ID: BtvEUkaTSgW6US8YYw

Hotel Demand Indicators

ADR Impact Index: 8.1x 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: 9,530 across all properties

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