

Serie A - Udinese vs Torino

DATE: Wednesday, January 7, 2026

LOCATION: Torino, Piemonte, IT

Event Description

Serie A - Udinese 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: 19,073 people

Event ID: Ehtoy8EAZAL9yztjiB

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: 7,629 across all properties

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