

Serie A1 (W) - Chieri vs Bergamo 1991

DATE: Sunday, January 4, 2026
LOCATION: Treviglio, Lombardia, IT

Event Description

Serie A1 (W) - Chieri vs Bergamo 1991 is a premier sports event in Treviglio. 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: 51/100

Expected Attendance: 1,128 people

Event ID: C46ksfGEQQJyjnT77H

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 451 across all properties

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