

# Serie A1 (W) - Firenze vs Macerata

DATE: Tuesday, December 23, 2025

LOCATION: Macerata, Marche, IT

## Event Description

Serie A1 (W) - Firenze vs Macerata is a premier sports event in Macerata. 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:** 57/100

**Expected Attendance:** 2,268 people

**Event ID:** DWueSYXisnpbmnp8Ev

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 907 across all properties

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