

Serie A1 (W) - Novara vs UYBA Busto Arsizio

DATE: Saturday, December 20, 2025
LOCATION: Busto Arsizio, Lombardia, IT

Event Description

Serie A1 (W) - Novara vs UYBA Busto Arsizio is a premier sports event in Busto Arsizio. 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: 61/100

Expected Attendance: 3,410 people

Event ID: Fpx7smVXGu4bL8nh5t

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,364 across all properties

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