

# Serie A2 - Brescia vs Emma Villas Siena

DATE: Sunday, December 28, 2025

LOCATION: Siena, Toscana, IT

## Event Description

Serie A2 - Brescia vs Emma Villas Siena is a premier sports event in Siena. 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:** 2,247 people

**Event ID:** 4w8yWdHPBMR9UZ33k2

## 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:** 899 across all properties

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