

Serie A2 - Brindisi vs Urania

DATE: Saturday, October 18, 2025

LOCATION: Milan, IT

Event Description

Serie A2 - Brindisi vs Urania is a premier sports event in Milan. 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: 59/100

Expected Attendance: 2,862 people

Event ID: 3XhH5Ctu2Kb9U7tEt5

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,145 across all properties

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