

# Serie A2 - Macerata vs Virtus Aversa

DATE: Sunday, December 14, 2025

LOCATION: Aversa, Campania, IT

## Event Description

Serie A2 - Macerata vs Virtus Aversa is a premier sports event in Aversa. 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:** 54/100

**Expected Attendance:** 1,597 people

**Event ID:** EKQxbP3apj9YSGhwTs

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 639 across all properties

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