

# Serie A2 - Scaligera Verona vs Urania

DATE: Saturday, November 1, 2025

LOCATION: Milan, IT

## Event Description

Serie A2 - Scaligera Verona 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:** 38BMPJN8aNcShuxpNP

## 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.*