

# Serie A2 - Virtus Aversa vs Prisma Taranto

DATE: Sunday, December 28, 2025  
LOCATION: Taranto, Puglia, IT

## Event Description

Serie A2 - Virtus Aversa vs Prisma Taranto is a premier sports event in Taranto. 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:** 1,657 people

**Event ID:** GbWSY9Cz6i8SALkvuD

## 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:** 663 across all properties

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