

Serie A2 - Virtus Fano vs Prisma Taranto

DATE: Sunday, January 11, 2026
LOCATION: Taranto, Puglia, IT

Event Description

Serie A2 - Virtus Fano 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: CZRh4AEfxHZfnFGtjW

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.