

# Serie B - Carrarese vs Sampdoria

DATE: Sunday, December 7, 2025

LOCATION: Genova, Liguria, IT

## Event Description

Serie B - Carrarese vs Sampdoria is a premier sports event in Genova. 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:** 78/100

**Expected Attendance:** 24,238 people

**Event ID:** 4NzzpXCFCDFLH9c6BJ

## Hotel Demand Indicators

**ADR Impact Index:** 8.1x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 9,695 across all properties

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