

# Serie B - Catanzaro vs Frosinone

DATE: Friday, January 9, 2026  
LOCATION: Frosinone, Lazio, IT

## Event Description

Serie B - Catanzaro vs Frosinone is a premier sports event in Frosinone. 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:** 68/100

**Expected Attendance:** 8,112 people

**Event ID:** CXZ7SAFj2tY7HPHuqV

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,245 across all properties

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