

# Serie B - Cesena vs Catanzaro

DATE: Saturday, December 27, 2025

LOCATION: Catanzaro, Calabria, IT

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## Event Description

Serie B - Cesena vs Catanzaro is a premier sports event in Catanzaro. 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:** 8,271 people

**Event ID:** DP2syx5gcrrRAGVuup

## 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:** 3,308 across all properties

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