

Serie B - Group A - Basket Piacenza vs Aurora Desio

DATE: Saturday, December 6, 2025
LOCATION: Desio, Lombardia, IT

Event Description

Serie B - Group A - Basket Piacenza vs Aurora Desio is a premier sports event in Desio. 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: 66/100

Expected Attendance: 6,665 people

Event ID: EAWbor5ZAP9cvQpWZd

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,666 across all properties

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