

Serie B - Group A - Fulgor Omegna vs Herons Montecatini

DATE: Sunday, January 11, 2026
LOCATION: Lucca, Toscana, IT

Event Description

Serie B - Group A - Fulgor Omegna vs Herons Montecatini is a premier sports event in Lucca. 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: 51/100

Expected Attendance: 1,135 people

Event ID: HQwFskLg3v5iEdywXu

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 454 across all properties

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