

# Serie B - Group A - Herons Montecatini vs Monferrato

DATE: Sunday, December 21, 2025  
LOCATION: Piemonte, IT

## Event Description

Serie B - Group A - Herons Montecatini vs Monferrato is a premier sports event in the region. 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:** 52/100

**Expected Attendance:** 1,322 people

**Event ID:** FGQkECaqdoRS2oEjSC

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 529 across all properties

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