

# Serie B - Group A - Herons Montecatini vs UCC Piacenza

DATE: Wednesday, November 12, 2025  
LOCATION: Piacenza, Emilia-Romagna, IT

## Event Description

Serie B - Group A - Herons Montecatini vs UCC Piacenza is a premier sports event in Piacenza. 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:** 62/100

**Expected Attendance:** 4,048 people

**Event ID:** HEBR5mM4P562Y5xCpQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,619 across all properties

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