

# Serie B - Group A - Legnano Knights vs Aurora Desio

DATE: Saturday, November 22, 2025  
LOCATION: Desio, Lombardia, IT

---

## Event Description

Serie B - Group A - Legnano Knights 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:** 6,092 people

**Event ID:** EVBzASxNQnqx65zMP

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,437 across all properties

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