

# Serie B - Group A - Treviglio Brianza vs Virtus Lumezzane

DATE: Sunday, December 28, 2025  
LOCATION: Lumezzane, Lombardia, IT

## Event Description

Serie B - Group A - Treviglio Brianza vs Virtus Lumezzane is a premier sports event in Lumezzane. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** 7rXjmt2XrrZWCGv2Rg

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 225 across all properties

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