

# Serie B - Group B - Ferrara Basket 2018 vs Latina

DATE: Sunday, December 28, 2025  
LOCATION: Cisterna di Latina, Lazio, IT

## Event Description

Serie B - Group B - Ferrara Basket 2018 vs Latina is a premier sports event in Cisterna di Latina. 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:** 53/100

**Expected Attendance:** 1,344 people

**Event ID:** FUmJpLBm7egHaw5Lpb

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 538 across all properties

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