

Serie B - Group B - JuveCaserta 2021 vs Virtus Imola

DATE: Sunday, January 11, 2026
LOCATION: Imola, Emilia-Romagna, IT

Event Description

Serie B - Group B - JuveCaserta 2021 vs Virtus Imola is a premier sports event in Imola. 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: 1,444 people

Event ID: 56SFenHHVTvqPP8RZe

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: 578 across all properties

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