

# Serie B - Group B - Virtus Imola vs Virtus Roma 1960

DATE: Wednesday, November 12, 2025  
LOCATION: Roma, Lazio, IT

## Event Description

Serie B - Group B - Virtus Imola vs Virtus Roma 1960 is a premier sports event in Roma. 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:** 68/100

**Expected Attendance:** 7,632 people

**Event ID:** CDaLKJ4wWSndChwDjm

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,053 across all properties

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