

Serie B - Group B - Virtus Roma 1960 vs Andrea Costa Imola

DATE: Sunday, January 4, 2026
LOCATION: Imola, Emilia-Romagna, IT

Event Description

Serie B - Group B - Virtus Roma 1960 vs Andrea Costa 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: H9B4YnffJWYHoeumEg

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.