

# Serie B - Modena vs Padova

DATE: Friday, January 9, 2026  
LOCATION: Padova, Veneto, IT

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## Event Description

Serie B - Modena vs Padova is a premier sports event in Padova. 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:** 67/100

**Expected Attendance:** 7,456 people

**Event ID:** 7h6pKsBgk92V4Ti67z

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,982 across all properties

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

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