

Serie B - Modena vs Pescara

DATE: Friday, January 16, 2026
LOCATION: Pescara, Abruzzo, IT

Event Description

Serie B - Modena vs Pescara is a premier sports event in Pescara. 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: 75/100

Expected Attendance: 17,221 people

Event ID: Cdmp3r4YenNVTw2T4g

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,888 across all properties

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