

Serie B - Monza vs Modena

DATE: Friday, December 26, 2025
LOCATION: Modena, Emilia-Romagna, IT

Event Description

Serie B - Monza vs Modena is a premier sports event in Modena. 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: 70/100

Expected Attendance: 9,737 people

Event ID: 5CDhJht7PbuzcLdZjo

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,895 across all properties

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