

# Serie B - Pescara vs Spezia

DATE: Saturday, December 27, 2025

LOCATION: La Spezia, Liguria, IT

## Event Description

Serie B - Pescara vs Spezia is a premier sports event in La Spezia. 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:** 69/100

**Expected Attendance:** 8,843 people

**Event ID:** 9h7CZGZ9kV7vUiq3xV

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x 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:** 3,537 across all properties

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