

Serie B - Reggiana vs Carrarese

DATE: Saturday, November 22, 2025

LOCATION: Carrara, Toscana, IT

Event Description

Serie B - Reggiana vs Carrarese is a premier sports event in Carrara. 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: 60/100

Expected Attendance: 3,054 people

Event ID: 6rD5VnPdwMmkJ39CFL

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,222 across all properties

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