

Serie B - Sampdoria vs Palermo

DATE: Friday, December 12, 2025

LOCATION: Palermo, Sicilia, IT

Event Description

Serie B - Sampdoria vs Palermo is a premier sports event in Palermo. 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: 77/100

Expected Attendance: 21,708 people

Event ID: A7ybq9pMsb5EiHhSdC

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,683 across all properties

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