

# Serie C - Girone A - Cittadella vs Alcione Milano

DATE: Saturday, January 10, 2026  
LOCATION: Sesto San Giovanni, Lombardia, IT

## Event Description

Serie C - Girone A - Cittadella vs Alcione Milano is a premier sports event in Sesto San Giovanni. 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:** 51/100

**Expected Attendance:** 1,103 people

**Event ID:** 3d8Vo96XYxYdS87ecP

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 441 across all properties

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