

# Serie C - Girone B - Livorno vs Ternana

DATE: Sunday, January 4, 2026

LOCATION: Terni, Umbria, IT

## Event Description

Serie C - Girone B - Livorno vs Ternana is a premier sports event in Terni. 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:** 64/100

**Expected Attendance:** 4,908 people

**Event ID:** Brd43UC4FbTSwpmYkU

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,963 across all properties

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