

# Serie C - Girone B - Pianese vs Vis Pesaro

DATE: Saturday, September 20, 2025

LOCATION: Pesaro, Marche, IT

## Event Description

Serie C - Girone B - Pianese vs Vis Pesaro is a premier sports event in Pesaro. 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:** 55/100

**Expected Attendance:** 1,838 people

**Event ID:** EN5H5qYWiC3VtWXzCS

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 735 across all properties

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