

# Serie C - Girone B - Pontedera vs Arezzo

DATE: Saturday, January 10, 2026

LOCATION: Arezzo, Toscana, IT

## Event Description

Serie C - Girone B - Pontedera vs Arezzo is a premier sports event in Arezzo. 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:** 57/100

**Expected Attendance:** 2,165 people

**Event ID:** BQndGDFEZz7gdEDyq3

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 866 across all properties

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