

Serie C - Girone C - Salernitana vs Picerno

DATE: Saturday, December 13, 2025

LOCATION: Picerno, Basilicata, IT

Event Description

Serie C - Girone C - Salernitana vs Picerno is a premier sports event in Picerno. 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: 52/100

Expected Attendance: 1,194 people

Event ID: 5kyEHuKmP6GSMFs4FM

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 478 across all properties

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