

# Serie D - Group A - Biellese vs Valenzana

DATE: Sunday, January 11, 2026  
LOCATION: Valenza, Piemonte, IT

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## Event Description

Serie D - Group A - Biellese vs Valenzana is a premier sports event in Valenza. 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:** 53/100

**Expected Attendance:** 1,425 people

**Event ID:** Ea97jMCiD9r6sgF3UQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 570 across all properties

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

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