

Serie D - Group A - Derthona vs Sestri Levante

DATE: Sunday, January 11, 2026
LOCATION: Sestri Levante, Liguria, IT

Event Description

Serie D - Group A - Derthona vs Sestri Levante is a premier sports event in Sestri Levante. 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: 51/100

Expected Attendance: 1,172 people

Event ID: FMQ6FXPuMzs2qp9z6D

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 469 across all properties

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