

# Serie D - Group A - Ligorna vs Celle Varazze

DATE: Sunday, January 4, 2026  
LOCATION: Celle Ligure, Liguria, IT

## Event Description

Serie D - Group A - Ligorna vs Celle Varazze is a premier sports event in Celle Ligure. 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:** 1,365 people

**Event ID:** GQ7fsFux8pxm4XmumC

## 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:** 546 across all properties

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