

# Serie D - Group C - Unione La Rocca vs Este

DATE: Sunday, January 11, 2026  
LOCATION: Este, Veneto, IT

## Event Description

Serie D - Group C - Unione La Rocca vs Este is a premier sports event in Este. 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:** 1,063 people

**Event ID:** FDjrHihcWAQu3k58qK

## 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:** 425 across all properties

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