

# Serie D - Group H - Pompei vs Martina

DATE: Sunday, October 19, 2025  
LOCATION: Martina Franca, Puglia, IT

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## Event Description

Serie D - Group H - Pompei vs Martina is a premier sports event in Martina Franca. 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:** 55/100

**Expected Attendance:** 1,713 people

**Event ID:** 3Rm7XK9PYEKbrFagsU

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 685 across all properties

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

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Document generated on 6/4/2026, 7:51:34 AM