

Serie D - Group I - Milazzo vs Nuova Igea Virtus

DATE: Sunday, January 11, 2026
LOCATION: Barcellona Pozzo di Gotto, Sicilia, IT

Event Description

Serie D - Group I - Milazzo vs Nuova Igea Virtus is a premier sports event in Barcellona Pozzo di Gotto. 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: 56/100

Expected Attendance: 2,075 people

Event ID: zsAznrWD4Tqm2ipF3

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 830 across all properties

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