

Snowboard - Men's/Women's Parallel Giant Slalom Qual.+ Final

DATE: Sunday, February 8, 2026
LOCATION: Livigno, Lombardia, IT

Event Description

Snowboard - Men's/Women's Parallel Giant Slalom Qual.+ Final is a premier sports event in Livigno. 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: 70/100
Expected Attendance: 10,500 people
Event ID: HoVNEHdcg8f8dKF58E

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 4,200 across all properties

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