

# U19 Next Gen Cup - Group Stage - Brescia

## U19 vs Virtus Bologna U19

DATE: Friday, November 28, 2025  
LOCATION: Villafranca di Verona, IT

### Event Description

U19 Next Gen Cup - Group Stage - Brescia U19 vs Virtus Bologna U19 is a premier sports event in Villafranca di Verona. 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:** 57/100

**Expected Attendance:** 2,158 people

**Event ID:** 7mhZTnFhjBTmAHtrU

### 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:** 863 across all properties

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