

US Cremonese vs Sassuolo Calcio

DATE: Sunday, January 25, 2026
LOCATION: Reggio Emilia, Emilia-Romagna, IT

Event Description

US Cremonese vs Sassuolo Calcio is a premier sports event in Reggio Emilia. 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: 75/100

Expected Attendance: 17,359 people

Event ID: FmF8znBn3gq9yatwdE

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 6,944 across all properties

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