

# Virtus Bologna vs AS Monaco

DATE: Friday, January 30, 2026

LOCATION: Monaco, MC

## Event Description

Virtus Bologna vs AS Monaco is a premier sports event in Monaco. 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:** 61/100

**Expected Attendance:** 3,700 people

**Event ID:** 5K9YB9ncfJqGD4J3Fm

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,480 across all properties

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