

Virtus Bologna vs Dubai Basketball

DATE: Thursday, January 15, 2026

LOCATION: Dubai, Dubai, AE

Event Description

Virtus Bologna vs Dubai Basketball is a premier sports event in Dubai. 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: 64/100

Expected Attendance: 4,885 people

Event ID: BWGk4wgqdfFoDGSBsg

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,954 across all properties

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