

14.08 | Festival delle Lanterne - Frontemare Ambasciatori (Napoli)

DATE: Thursday, August 14, 2025
LOCATION: Lido di Licola, Campania, IT

Event Description

14.08 | Festival delle Lanterne - Frontemare Ambasciatori (Napoli) is a premier festivals event in Lido di Licola. 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: festivals

Importance Rank: 37/100

Expected Attendance: 214 people

Event ID: GocEZ5BK6WWcG8e5Zh

Hotel Demand Indicators

ADR Impact Index: 4.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 86 across all properties

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