

# Africa Festival - III Edizione @ Appia Joy Park

DATE: Sunday, October 19, 2025  
LOCATION: Roma, Lazio, IT

## Event Description

Africa Festival - III Edizione @ Appia Joy Park is a premier festivals event in Roma. 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:** 52/100

**Expected Attendance:** 1,254 people

**Event ID:** E7yW3PpgLa9WPNscni

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 502 across all properties

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