

Appia Joy Family Fest - Apertura Casa delle Farfalle

DATE: Saturday, September 27, 2025
LOCATION: Roma, Lazio, IT

Event Description

Appia Joy Family Fest - Apertura Casa delle Farfalle 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: 43/100

Expected Attendance: 446 people

Event ID: AJFijeCH8d5B7ANb6e

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 178 across all properties

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