

# Aroma LatteArt Throwdown

DATE: Sunday, October 19, 2025

LOCATION: Rho, Lombardia, IT

## Event Description

Aroma LatteArt Throwdown is a premier community event in Rho. 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:** community

**Importance Rank:** 22/100

**Expected Attendance:** 42 people

**Event ID:** 3wwrBUAZK6VjSR6Tp

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 17 across all properties

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