

Arte e Luna - Festa di Metà Autunno | Open Day Culturale

DATE: Friday, October 3, 2025
LOCATION: Sesto San Giovanni, Lombardia, IT

Event Description

Arte e Luna - Festa di Metà Autunno | Open Day Culturale is a premier festivals event in Sesto San Giovanni. 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: 34/100

Expected Attendance: 150 people

Event ID: CEp4LELbw68GduAuA7

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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