

# ASCO - SYMPHONY OF CAOS | Sonic Park 2025

DATE: Wednesday, November 19, 2025  
LOCATION: Torino, Piemonte, IT

## Event Description

ASCO - SYMPHONY OF CAOS | Sonic Park 2025 is a premier concerts event in Torino. 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:** concerts

**Importance Rank:** 34/100

**Expected Attendance:** 163 people

**Event ID:** 6qgehGig4PYdDH6iSs

## 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:** 65 across all properties

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