

Babylon at Giardini dell'Eden

DATE: Sunday, September 21, 2025

LOCATION: Roma, Lazio, IT

Event Description

Babylon at Giardini dell'Eden 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: 40/100

Expected Attendance: 313 people

Event ID: 7K5NNSajF3X4pu7RuL

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 125 across all properties

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