

# Bicep, Apparat, Emma, and 6 others

DATE: Friday, September 12, 2025

LOCATION: Rome, IT

## Event Description

Bicep, Apparat, Emma, and 6 others is a premier festivals event in Rome. 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:** 329 people

**Event ID:** EphqR99pRZi8BYqKqo

## 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:** 132 across all properties

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