

# Camilla Boniardi | Guglielmo Scilla - Avanguardia Pura

DATE: Wednesday, October 8, 2025  
LOCATION: Brescia, Lombardia, IT

## Event Description

Camilla Boniardi | Guglielmo Scilla - Avanguardia Pura is a premier performing-arts event in Brescia. 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:** performing-arts

**Importance Rank:** 49/100

**Expected Attendance:** 880 people

**Event ID:** 7wfX7WWqKmaS2WNYjy

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 352 across all properties

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