

# CAMPAGNA VIVA! Agrifest

DATE: Saturday, September 13, 2025

LOCATION: Lombardia, IT

## Event Description

CAMPAGNA VIVA! Agrifest is a premier festivals event in the region. 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:** 41/100

**Expected Attendance:** 350 people

**Event ID:** 9czjRjRvzNcWmsnASW

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 140 across all properties

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

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<https://becircadian.com/events/campagna-viva-agrifest>

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