

# CAROLINA in "Un magico Natale con Carolina"

DATE: Sunday, December 14, 2025  
LOCATION: Brescia, Lombardia, IT

## Event Description

CAROLINA in "Un magico Natale con Carolina" 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:** 879 people

**Event ID:** Ha8t7DUVNMZu3i6Gsu

## 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.*