

# CASTA DIVA "LE FEMMINE D'ITALIA"

DATE: Wednesday, September 17, 2025

LOCATION: Alessandria, Piemonte, IT

## Event Description

CASTA DIVA "LE FEMMINE D'ITALIA" is a premier performing-arts event in Alessandria. 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:** 41/100

**Expected Attendance:** 351 people

**Event ID:** zaYWBhGHVRbH3dJRpq

## 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.*