

CATTIVISSIMO ME 4 - Oriocenter c/o Uci Cinemas

DATE: Sunday, November 23, 2025
LOCATION: Orio al Serio, Lombardia, IT

Event Description

CATTIVISSIMO ME 4 - Oriocenter c/o Uci Cinemas is a premier performing-arts event in Orio al Serio. 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: 36/100
Expected Attendance: 200 people
Event ID: 9tc2Uss7m7By63pgJx

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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