

# Circo Max per Ri-Ciak

DATE: Sunday, October 19, 2025

LOCATION: Verona, Veneto, IT

## Event Description

Circo Max per Ri-Ciak is a premier performing-arts event in Verona. 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:** 9majTuVsZDCaEpJvBK

## 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.*

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<https://becircadian.com/events/circo-max-per-ri-ciak>

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