

CROOKERS + okgiorgio - Locus sounds like sea

DATE: Sunday, August 17, 2025
LOCATION: Torre Canne, Puglia, IT

Event Description

CROOKERS + okgiorgio - Locus sounds like sea is a premier performing-arts event in Torre Canne. 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: 50/100
Expected Attendance: 10,000 people
Event ID: 9ooneeAbsjb8z3GBGr

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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