

# ESOTERIC'ARTE- L'ASTROLOGIA

DATE: Sunday, October 5, 2025

LOCATION: Messina, Sicilia, IT

## Event Description

ESOTERIC'ARTE- L'ASTROLOGIA is a premier conferences event in Messina. 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:** conferences

**Importance Rank:** 30/100

**Expected Attendance:** 98 people

**Event ID:** 7MHa2XwozC8JeFNjAm

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 39 across all properties

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