

# Exhibition External Artist: "Wild Eden a Tarot Journey" di Gloria Pizzilli

DATE: Thursday, November 13, 2025  
LOCATION: Firenze, Toscana, IT

## Event Description

Exhibition External Artist: "Wild Eden a Tarot Journey" di Gloria Pizzilli is a premier expos event in Firenze. 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:** expos

**Importance Rank:** 42/100

**Expected Attendance:** 417 people

**Event ID:** DLh79ibPRn8L6GauFn

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 167 across all properties

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