

# Flashback, il Festival 4 e 5 Ottobre 2025

DATE: Saturday, October 4, 2025  
LOCATION: Follonica, Toscana, IT

## Event Description

Flashback, il Festival 4 e 5 Ottobre 2025 is a premier festivals event in Follonica. 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:** festivals

**Importance Rank:** 47/100

**Expected Attendance:** 692 people

**Event ID:** Gxhj3sRi3Y82suiQkF

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 277 across all properties

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