

# FOLLA - 31.10.25

DATE: Friday, October 31, 2025

LOCATION: Mariotto, Puglia, IT

## Event Description

FOLLA - 31.10.25 is a premier concerts event in Mariotto. 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:** concerts

**Importance Rank:** 33/100

**Expected Attendance:** 145 people

**Event ID:** Fe8jrCdcB2DxqXsGS7

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 58 across all properties

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