

# FRITTO FESTIVAL @ Città dell'Altra Economia

DATE: Thursday, October 23, 2025  
LOCATION: Roma, Lazio, IT

## Event Description

FRITTO FESTIVAL @ Città dell'Altra Economia is a premier festivals event in Roma. 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:** 56/100

**Expected Attendance:** 2,011 people

**Event ID:** BCKXpRpAg7oogyKkqH

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 804 across all properties

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